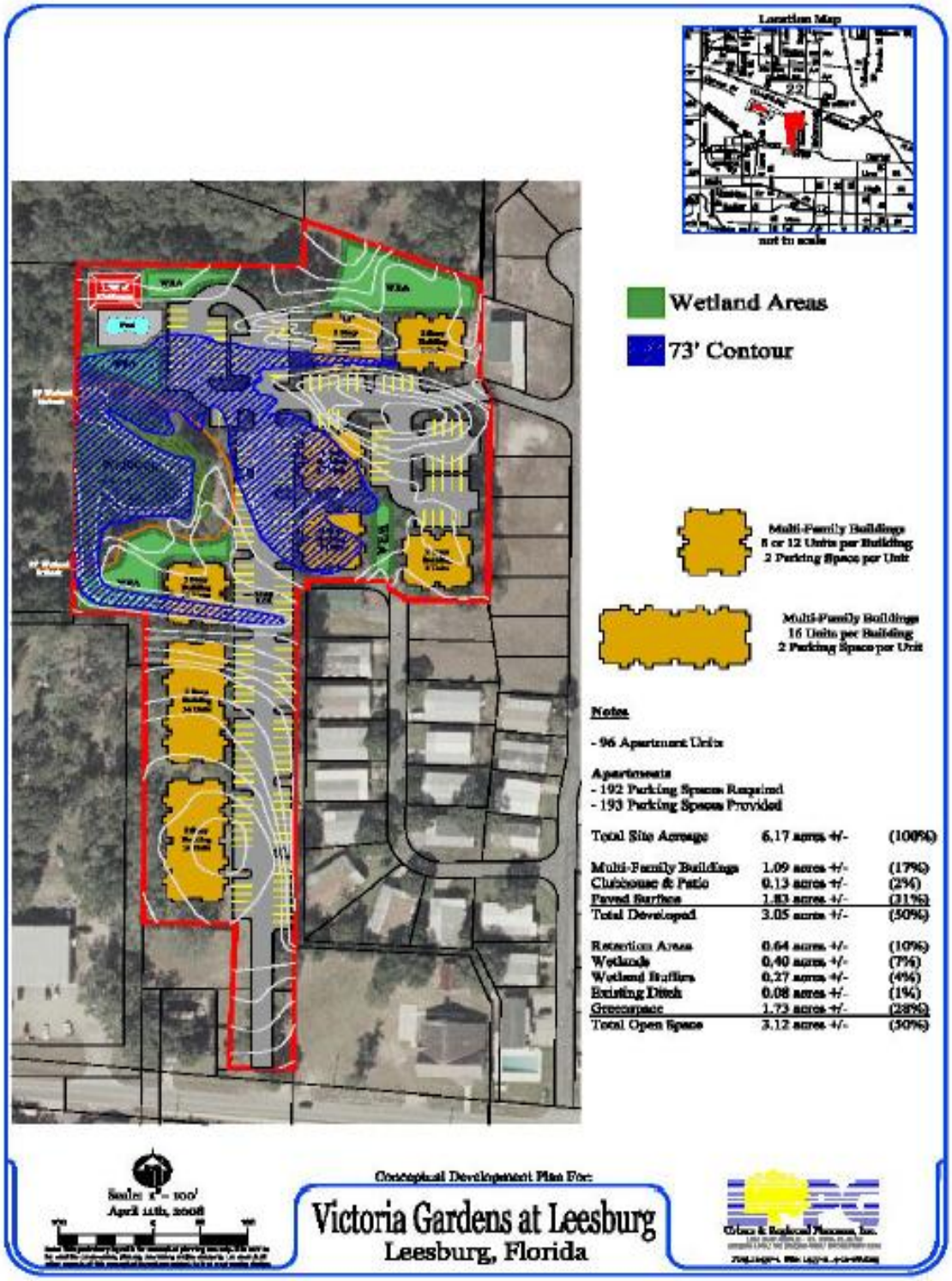CONCEPTUAL DEVELOPMENT PLAN **EXHIBIT C**