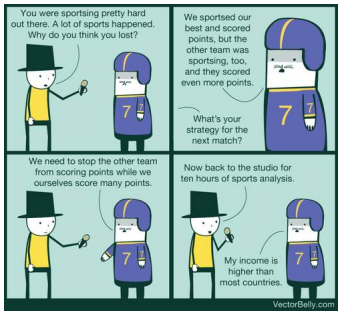In anticipation of today's Super Bowl: