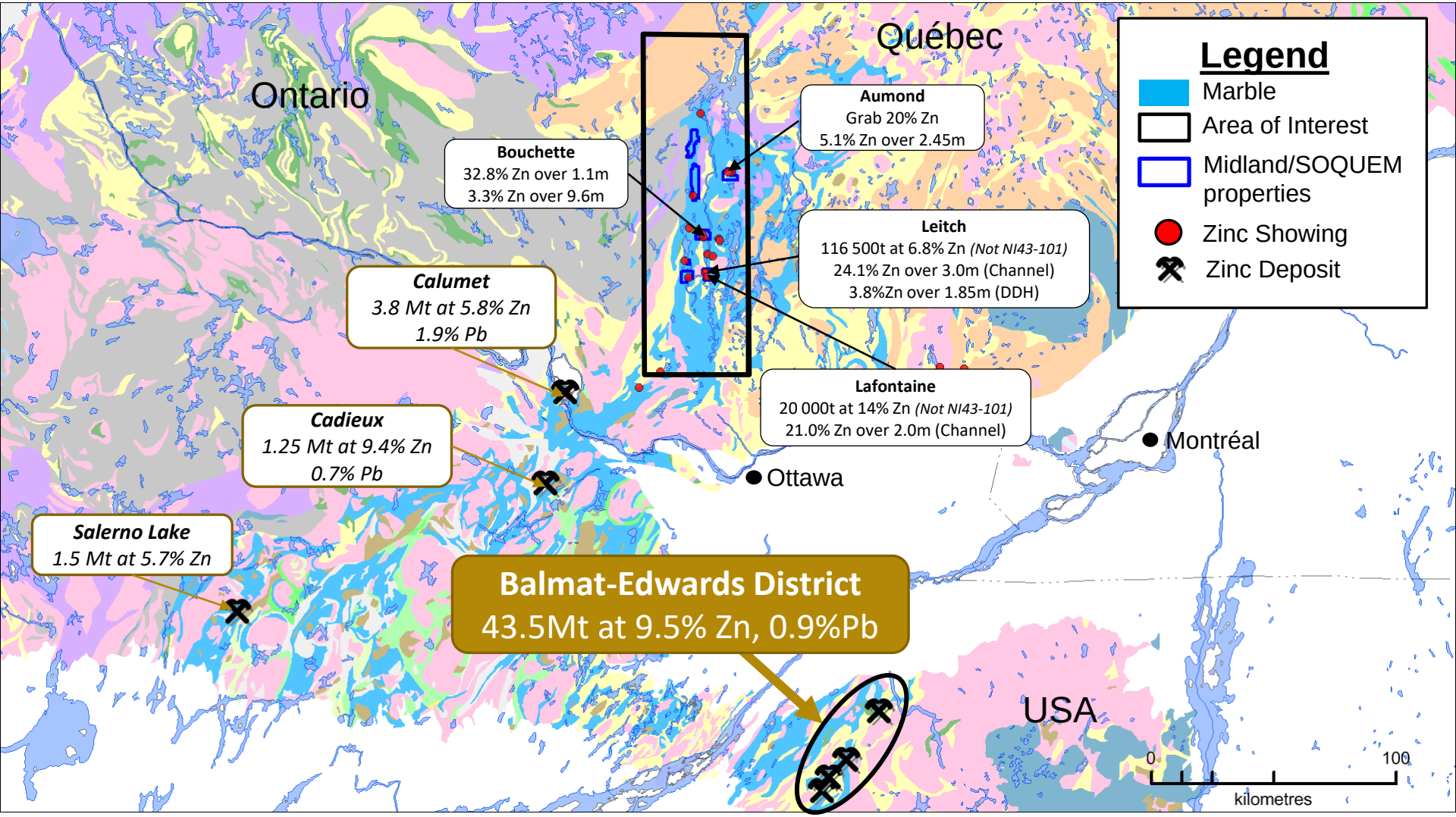MIDLAND / SOQUEM STRATEGIC ALLIANCE