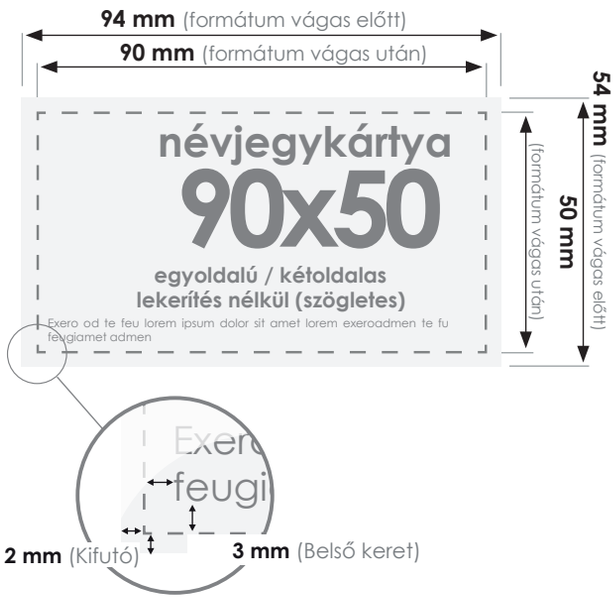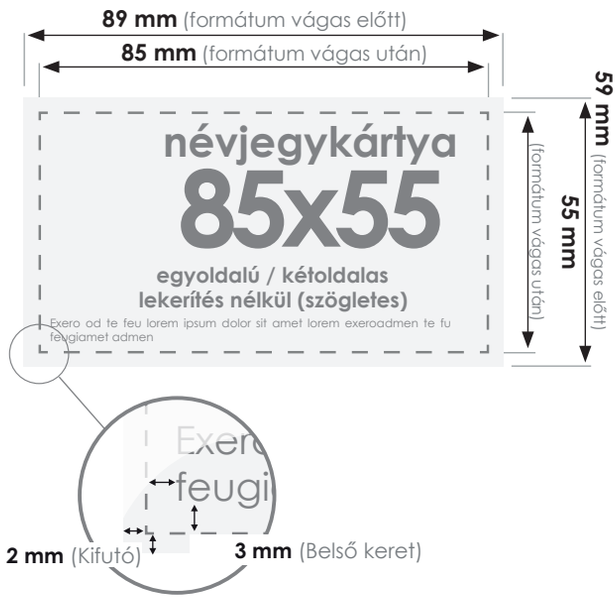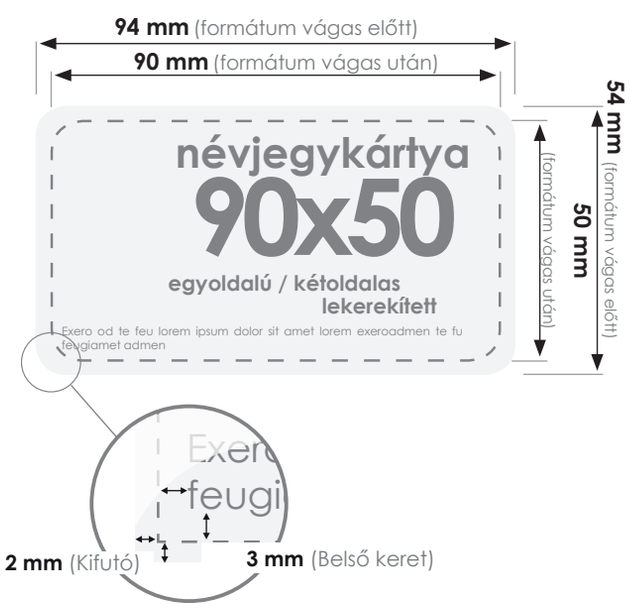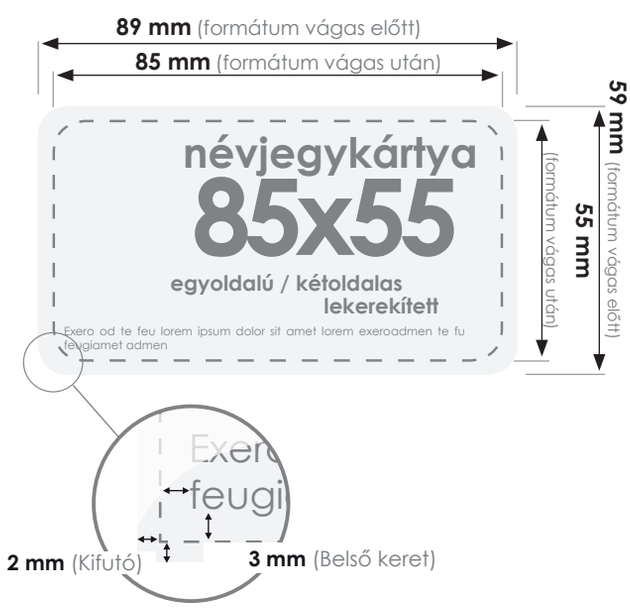Névjegykártya