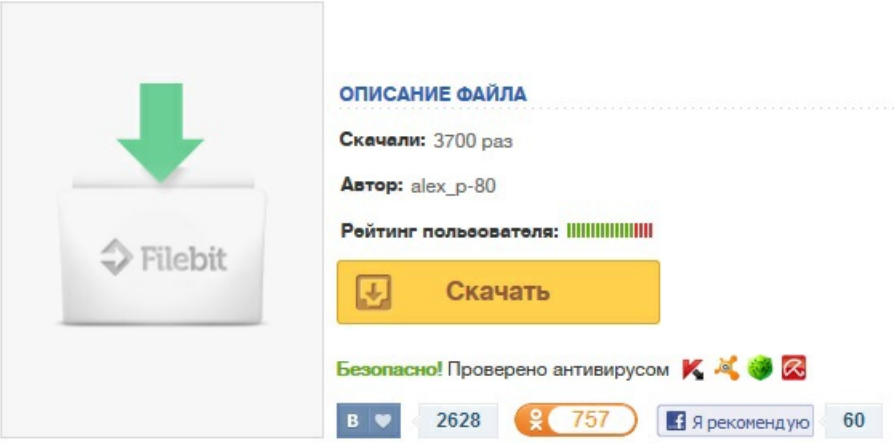письмо на официальном бланке образец