With the economy beginning to show hints of recovery, it is still as important as ever to get the most bang for your buck when it comes to your important purchases. With value at a premium, Ocean Beach merchants get it, and they are working harder than ever to meet and exceed the needs and wants of their customers.

Local business owners work feverishly to keep the bar high when it comes to quality customer service, and they strive hard to serve up the finest selections of retail products and to provide the most honest, cost-effective services your hard-earned money can buy.

We asked readers to pick the “best of” in the retail and services industries around Ocean Beach and residents were happy to reward their favorite merchants with a big vote of confidence.

And who would know better than the folks who stroll the streets of our sun-drenched business districts every day, or the neighbors who depend on essential or whimsical services just walking distance or a short bike ride away?

For local merchants, it’s all about building customer loyalty. For customers, it’s all about trust and being treated right — and with respect.

Here, in The Peninsula Beacon Readers Choice Awards 2012, you’ll find the results of balloting that cover the gamut of retail and service businesses in Ocean Beach.

The results paint a stellar canvas of services and a host of health and beauty options that contribute to well-being and a sense of self-betterment.

From the compassionate, caring dentist you entrust with that excruciating tooth pain to the outlet where you can scoop up the hottest, sexiest new skirt or high-heeled shoes — even the business that tends to your personal errands and annoying little details of everyday life you simply don’t have time to get to with your busy schedule — readers weighed in on the best of the best in our vibrant slice of America’s Finest City.

The awards spilling over the following pages recognize the people and places that make our unique beach community what it is. The nominees and winners were chosen by our loyal readership, which we value so highly.

Take a look inside at this year’s Peninsula Beacon Readers Choice Awards — a true insider’s judgment of the merchants and service providers who are the backbone of this exceptional business community.

Kevin McKay, editor
The Peninsula Beacon
### SERVICES

<table>
<thead>
<tr>
<th>Category</th>
<th>Business Name</th>
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<tbody>
<tr>
<td>Accounting</td>
<td>Always Accurate</td>
<td>Dover Hosting &amp; Plumbing</td>
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<tr>
<td>Air Conditioning</td>
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<td>Everything from after-market parts to air filters. Tally also has a team</td>
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<tr>
<td>Alternatives</td>
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<td>of price, selection and convenience</td>
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<td>Architect</td>
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<td>Businesses in a Cable Street strip</td>
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### HEALTH & BEAUTY

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### RETAIL/SHOPPING

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### NEWPORT AVENUE ANTIQUES CENTER

Newport Avenue Antiques has a plethora of whimsical items from small collectibles, jewelry, clothing, books to large furniture pieces. If you’re looking for that next family heirloom, the store has a serious side, too. And with over 1,800 square feet of quality antiques and collectibles, you’re sure to find that special treasure — big or small. A great place to visit for holiday shopping too!

Newport Avenue Antiques
4846 Newport Ave, Ocean Beach (619) 222-9866

Newport Avenue Antiques
You’ll find a range of items you may have never considered in the antique family before, like signage and lighting fixtures. The stained-glass lights are interesting without exception, and the light bar in the shape of a set of antlers will probably get your attention. And if you’re just in the market for furniture, no inquiry is out of bounds. The staff is knowledgeable and will take time to assist you with your purchase.

Newport Avenue Antiques
4846 Newport Ave, Ocean Beach (619) 222-9994

APPAREL: Men’s

South Coast Surf Shop
Do you know what a quad surfboard fin is? Neither do we. We also don’t know the difference between a tail-pad and a knee leash. That’s all surfer talk, and we’re just lowly newspeople, kind of along for the ride. On the other hand, the crew at South Coast can answer those questions and they’ll be happy to sell you those items too, now that you actually know they are.

South Coast Surf Shop
5013 Newport Ave, Ocean Beach (619) 223-7017

APPAREL: Women’s

Dream Girls
Nestled in the heart of Ocean Beach at the west end of Newport Avenue, Dreamgirls is a quaint and attractive women’s clothing store and boutique. Owner Bridget McCarr is passionate about what she does. She has a hands-on staff that reflects her enthusiasm. Bridget and her team are excited to serve new and returning patrons — all with the same passion and dedication. The store takes pride in helping unravel the personality of each customer in order to find what suits the individual best.

Dream Girls Clothing
5054 Newport Ave, Ocean Beach (619) 223-4836

Miss Match
On first glance, Miss Match may seem a tad, well, mismatched. The 1,000-square-foot store holds every type of style, from Bohemian and preppy to girly or tough. Store owner Tally Bercovitz handpicks every item in the store. It’s evident by her selections that Tally keeps stylish, budget-conscious ladies of all generations. Tally also has a trend of fashionable females (and one cute pup named Buster) to help any customer find the perfect outfit for any occasion.

Miss Match
4932 Newport Ave, Ocean Beach (619) 223-5500

AUTOMOTIVE PARTS & SUPPLIES

Auto Zone
This tiny franchise is one of two businesses in a Cable Street strip mall, but it packs a wallop in terms of price, selection and convenience to the Ocean Beach community. Everything from after-market parts to decorative accessories is here, and there’s a friendly face behind the counter to give you change for the laundromat next door. Just ask. But be nice, OK?
Beads

The Black Bead

The Black Bead is your one-stop-shop for beads. With beads from around the world, a dazzling whirlwind of color, shapes and strings greet you as you walk through the door. The Black Bead has an enormous selection of jewelry-making supplies and tools, with treasures of all types waiting to be put to use. A meander through the shop will get your creative juices flowing, likely resulting in a one-of-a-kind piece you’ll sure to be complimented on.

The Black Bead
5003 Newport Ave., Ocean Beach
(619) 222-2115

Best Place to Buy Jeans

The Closet

This boutique offers a variety of affordable women’s clothing and accessories. From purses to earrings, ladies can gather up hot fashion items without spending much money. The Closet carries the latest tops, dresses and jackets. Typically known for its trendier items, it has wardrobe basics, as well. Tanks, yoga pants and jeans are among its collection. Look for the latest jewelry and fall apparel inside.

The Closet
4878 Newport Ave., Ocean Beach
(619) 222-2999

Bike Shop

Bernie’s Bicycle Shop

The shop is still named after Bernie, but owners Roger and Yasuko Lovett and their staff know everything from installing forks on your mountain bike to resiping a wheel. Locals say the prices are far and away the best, too, with ironclad guarantees on service. One guy says you’re a traitor if you don’t come to Bernie’s for your biking needs. That’s enough right there.

Bernie’s Bicycle Shop
1911 Cable St., Ocean Beach
(619) 224-7084

Bookstore

Thrift Trader

Thrift Trader is more than a bookstore. The shop buys, sells and trades all kinds of merchandise, from clothes and accessories to CDs, video games and electronics. It’s Thrift Trader’s hook selection that helped garner this top spot, though. Walk into the shop and you just might walk out with a classic Bronte novel or the last book on Oprah’s must-read list!

Thrift Trader
4879 Newport Ave., Ocean Beach
(619) 222-5011

Cellular Phone

Anytime

The staff at Anytime can help with just about any of your cell phone needs. The shop specializes in cell phone repair, pre-paid plans and accessories. It is an authorized dealer for Cricket, T-Mobile, H2O Wireless and Simple Mobile and the store takes payments for Boost Mobile, Page Plus, Verizon and SDG&E. The shop opened in 2000, and has since earned the title of being called mobile experts.

Anytime Communications
1861 Bacon St., Ocean Beach
(619) 222-7333

Jewelry Store

Gilmore Family Jewelers

Trends in jewelry may come and go, but the one lasting belief that has guided this business since its opening in 1976 is its focus on quality of workmanship and materials. Gary Gilmore takes pride in designing custom jewelry, whether making a new piece of jewelry destined to become an heirloom or repairing an important piece already in your collection. Stop in and see their jewelry gallery and wonderful assortment of gift ideas, including hand-blown glass pieces by Correia. You’ll like what you see.

Gilmore Family Jewelers
4857 Newport Ave., Ocean Beach
(619) 225-1137
www.gilmorefamilyjewelers.com

Verdict is In!

David Smedley of Smedley, Gallagher & Go, LLP is a Reader’s Choice for Attorney

619-223-1641
4817 Santa Monica Ave.
San Diego, CA 92107

Embassy Cleaners

Thanks for choosing us a favorite dry cleaner for 3 years in a row!

Drive thru service
Family Owned since 1946
4320 Voltaire Street, San Diego, CA 92107
Where quality and service matters
619-223-6621
Steve and Shan Jacobs
EmbassyCleaners@san.rr.com

Bernie’s Bicycle Shop
Ocean Beach

Sales • Service • Accessories
Thank You for voting us the
#1 BIKE SHOP
FOR THE 5TH YEAR IN A ROW!
It’s been a Great “Ride” for the past 23+ years—Thanks to our loyal customers!
(619) 224-7084
1911 Cable Street
Ocean Beach
COVENIENCE STORE

OB Quik Stop
The OB Quik Stop on Voltaire Street has been a fixture in Ocean Beach for more than 30 years. And talk about convenience. You’ll find everything you could ever need or want. Of course, they have thousands of items you’d expect. You’ll also find a Subway, Cafe Bella coffee and juice bar out front and a full liquor department. Told ya they have everything.

OB Quik Stop
4984 Voltaire St., Ocean Beach
(619) 226-8559

DISCOUNT STORE

Super Max
If 50-cent necklaces with cool little flowers aren’t your thing, you might like a self-tanning solution for less than a dollar. And we realize it might be a wee bit early, but you can find a fake Christmas tree here for about $3. You’ll find chew toys for your pooch, sundries and household supplies for the family. Need to host a birthday party? You’ll find great items for gifts bags or stocking stuffers for your entire shopping list!

Super Max
4991 Newport Ave., Ocean Beach
(619) 221-2941

EYEWEAR

Newport Avenue Optometry
Whether you think glasses are cool or just something you need to see with, one thing you can be sure of is the quality service you’ll receive from Dr. Eli Ben-Moshe and staff. You’ll choose from scores of lenses and frames (including designer) in up-to-date styles and prices that won’t make you blush.

Newport Avenue Optometry
4822 Newport Ave., Ocean Beach
(619) 222-0559
www.newportavenueoptometry.com

FASHION ACCESSORIES

The Closet
(See listing under Best Place to buy Jeans)

FLOOR COVERING

Bell Tile
How often do you admire someone’s floor in the same way you check out the wall decor? More than you might think, actually. Especially if the floor covering is from Bell Tile. Bell is a ceramics contractor that can take any surface and style it into any pattern and texture at just about any price. Go ahead. Let ‘em at that long-neglected floor, the one with all those heel-shaped divots. You’ll worship the ground you walk on.

Bell Tile
3677 Voltaire St., Point Loma
(619) 222-1315

Thank you for voting us “Best Specialty Grocery Store”

Finest Crafted Beer Selection in town! Boutique Wines & Gourmet Groceries Artisan Breads from Bread & Cie Imported and Domestic Cheeses Certified Angus Beef

2012 “Readers Choice” Gold Medal Award Winning Delicatessen!!

Come visit our
Tasting Room.
Thur, Fri, Sat 4pm to 9pm
(Seating is limited)
Visit...www.olivetreemarket.com

Thank You!

For voting us “Best Specialty Grocery Store”

Olive Tree Market
4805 Narragansett Avenue
619.224.0443

Newport Avenue Optometry is the Readers Choice 2012 gold-medal winner for Optometrist & Eyewear. It is conveniently located on Newport Avenue. Dr. Ben-Moshe and staff provide full service eyecare with a large selection of designer frames to choose from to fit your budget.
FURNITURE STORE
Mallory’s New Furniture
4905 Newport Ave., Ocean Beach
(619) 226-0236

GROCERY STORE (Chain)
Stump’s Market
Whether you need to make a whole-
some dinner or just want a quick snack, Stump’s Family Marketplace between Ocean Beach and Point Loma is the way to go. Stump’s has everything from hot sandwiches and potato salad to lobster, whole turkeys and Boar’s Head meats. With more than 30 years of experience, the business has been thriving due to great customer service, a wide variety of products and competitive prices. A fresh deli, a catering service, home delivery and an array of gourmet foods and pro-
duce are just moments away.
Stump’s Market
3770 Voltaire St., Ocean Beach/Point Loma
(619) 224-9575
www.stumpssandiego.com

JEWELRY STORE
Gilmore Family Jewelers
Trends in jewelry may come and go, but the one lasting belief that has guided this business since its opening in 1978 is its focus on quality of workmanship and materials. Gary Gilmore takes pride in designing custom jewelry, whether making a new piece of jewelry destined to become an heirloom or repairing an important piece already in your col-
lection. Stop in and see their jewelry gallery and wonderful assortment of gift ideas, including hand-blown glass pieces by Correia. You’ll like what you see.
Gilmore Family Jewelers
4857 Newport Ave., Ocean Beach
(619) 225-1137
www.gilmorefamilyjewelers.com

DESIGNER
Gilmore Family Jewelers
Gilmore’s takes pride in designing
custom jewelry, whether making
new piece of jewelry destined to
become an heirloom or repairing
an important piece already in your
collection. Stop in and see their
ejewelry gallery and wonderful
assortment of gift ideas, including
hand-blown glass pieces by Correia.
You’ll like what you see.
Gilmore Family Jewelers
4857 Newport Ave., Ocean Beach
(619) 225-1137
www.gilmorefamilyjewelers.com

THE PENINSULA BEACON
NOVEMBER 15, 2012
5

THANK YOU
FOR VOTING US ONE OF YOUR
FAVORITE INSURANCE AGENSTS!

George Greenwell
Geoerge Greenwell
1855 SUNSET CLIFFS BLVD.
SAN DIEGO, CA 92107
(619) 222-7901 • Toll free 866.786.2543
www.innatsunsetcliffs.com

Inn at Sunset Cliffs
1370 Sunset Cliffs Blvd, Ocean Beach
(619) 222-7901
www.innatsunsetcliffs.com

Dog Beach Dog Wash
Just two blocks from Dog Beach, Dog Beach Dog Wash has been open since 1993 and is numero uno in the eye’s of local pet owners. This premier self-serve dog wash has lots of service and acces-
sories and is open 7 days a week, 7 a.m. to 9 p.m. There are several tubs avail-
able, so you don’t need to wait often. Shampoo and towels are included in the fee. When the bath is done, you dry off, give the dog a treat and you’re good to go. This is a must-stop after a long day at the beach.
Dog Beach Dog Wash
4953 Voltaire St., Ocean Beach
(619) 523-1700
www.dogwash.com

HOTEL/LODGING
Inn at Sunset Cliffs
Wake up to ocean sounds and spec-
tacular views at the remodeled Inn
at Sunset Cliffs. You’ll enjoy the
heated pool, ocean-terrace views,
Point attractions. It’s just minutes
from the airport and downtown, and
the quaint setting and variety of
amenities have made Inn at Sunset
Cliffs a favorite one-of-a-kind hotel
on the Pacific.
Inn at Sunset Cliffs
1370 Sunset Cliffs Blvd, Ocean Beach
(619) 222-7901
www.innatsunsetcliffs.com

BEST HOTEL
2 Years in a Row!
Enjoy the experience of pure
tranquility and relaxation

Thank you for voting us
Best Hotel
Come join us.

HOTEL/LODGING
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1370 Sunset Cliffs Blvd, Ocean Beach
(619) 222-7901
www.innatsunsetcliffs.com

BEST OCEANFRONT HOTEL IN SAN DIEGO
IN APPRECIATION - SATURDAY, NOV. 17TH

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THRIFT TRADER OB LOCATION ONLY. 1 COUPON PER PERSON
THANKS FOR VOTING US #1 AND A FAVORITE
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Pacific Beach
Thrift Trader
(619) 701-2274
4879 Newport
Thrift Trader
(619) 444-2274
North Park
3939 Iowa St.
Thrift Trader

1 FREE $5.99 ITEM
$5.99 or 4 for $20

A FAVORITE FOR RESALE & THRIFT STORE
A favorite for discount store

CD’s • DVD’s • Books • Clothing • LP’s
Buy • Sell • Trade

IN APPRECIATION - SATURDAY, NOV. 17TH
ONE DAY ONLY

THANKS FOR VOTING US #1 AND A FAVORITE

1 FREE $5.99 ITEM

WITH COUPON. 11-17-12 ONLY!
THrift TRADER OB LOCATION ONLY. 1 COUPON PER PERSON

Thrift Trader
4879 Newport
Ocean Beach
(619) 701-2274

Thrift Trader
1416 Garnet
Pacific Beach
(858) 272-7283

Thrift Trader
3008 Iowa St.
North Park
(619) 444-2274

S2 Thrill
(Clearance Store)
4871 Newport
Ocean Beach
(619) 222-2772

NURSERY/GARDEN SHOP
Coastal Sage Gardening
Coastal Sage is more than a gardening center. It’s a highly responsible steward of our global village. It specializes in drought-tolerant and native landscapes and is experienced in the creation of all garden environments. Custom design, installation, maintenance, irrigation, repair, labor, consultation, the works. It’s all here. The shop even offers language instruction and a botany class for kids. Cool, huh?

Coastal Sage Gardening
3685 Voltaire St., Point Loma
(619) 223-5229
www.coastalsage.s5.com

PET STORE
Bone Appetit
Follow your dog’s nose to Bone Appetit Ocean Beach Pet Supply, where they carry a great selection of high-quality pet foods and supplies. Your pet will have a great time spending its allowance on any number of toys, treats, leashes, flea control or even ice cream made especially for pets. Can’t make it to the store? They will deliver locally to the Ocean Beach and Point Loma areas. Bone Appetit prides itself on outstanding customer service and supports the community by offering locally-made products. Come down to Bone Appetit for a free treat, where pets are always welcome.
(Children must be on leashes.)
Bone Appetit O.B. Pet Supply
4845 Newport Ave., Ocean Beach
(619) 226-6250
www.boneappetit-ob.com

PHARMACY
Rite-Aid
Rite-Aid is one of the nation’s leading drugstore chains. That doesn’t stop you from delivering personal service by knowledgeable associates who work with each customer to provide a superior pharmacy experience on top of selling the everyday products to help you lead a healthier and happier life.

Rite-Aid Pharmacy
4840 Niagara Ave., Ocean Beach
(619) 222-7503

RESALE SHOP
Thrift Trader
(See listing under book Store)

SHOE STORE
Lola Luna
The same rule off your tongue as quickly as your foot can slip into one of the store’s fantastic pairs of shoes. Its the boutique that sells clothing, vintage jewelry, and accessories sells shoes for any and all occasions. But then, you don’t really need a reason at all to purchase a new pair of high heels or sandals. On top of that, the accessories and a possible new outfit are all around, so all those new shoes can be properly outfitted at the time of purchase. The sale prices are a steal. It’s no wonder heels and toes can’t resist slipping into the pretty shoes.

Lola Luna
4985 Newport Ave., Ocean Beach
(619) 222-6811

SMOKE SHOP
The Black
Ask anyone in Ocean Beach and they’ll know the Black. It’s a tradition. This store has been in the same location for more than 40 years! You may recognize their slogan, ”Out of the blue and into the black.” You’ll find everything you could possibly desire for smoking needs. They have a fun variety of unusual gift ideas.

The Black
5017 Newport Ave., Ocean Beach
(619) 222-5498

SKATE SHOP
Ocean Beach Surf & Skate Shop
And here you thought OB Surf and Skate only sold surfboards and skateboards. The fact is, they do. But there’s so much more inside the package. Surf camps and clinics, adventure tours and kayaking lessons are also at your fingertips. Tell the peeps your passion, and they’ll orchestrate accordingly.

Ocean Beach Surf & Skate
4976 Newport Ave., Ocean Beach
(619) 225-0674

SPORTING GOODS
Second Chance Sports
Second Chance Sports is the place to go for casual sporting goods, especially if you’re not taking a chance with going over a budget. From wet suits to frisbees, Second Chance has an gigantic selection of gear, and the
ATTORNEY
Virginia Weber
Virginia boasts an AV peer-review rating for her legal services — the highest peer review available from Martindale-Hubbel. With a professional legal resume dating back nearly 30 years, Weber has reached the height of professional excellence and is recognized as having the highest level of legal abilities. She specializes in probate, estate planning, living wills, power of attorney, business law, contracts, leases, adoptions, trust management and much more.
Virginia L. Weber, Inc.
4817 Santa Monica Ave., #D
Point Loma
(619) 222-9500

STYLIST
Elaine Dill
A blow dryer, curling iron and color cap seem like so much more after Elaine Dill works her magic. The warm and friendly atmosphere of Elaine’s shop makes it the best place to get your hair styled. She puts her more than 20 years of experience to use to make every cut, color or blow dry simply perfect.
Elaine Dill Studio for Hair
3655 Voltaire St., Ocean Beach
(619) 222-3455

maker's staff is more than will-
ing to help you sort through it all.
Second Chance Sports
4817 W. Pt Loma Blvd., Ocean Beach
(619) 225-9524

SLUB SHOP
South Coast Surf Shop
(See listing under Apparel [Men’s])

SWIMWEAR
South Coast Wahines
The South Coast Surf Shop classed itself up for the ladies with their Wahines location. The best place for beach babies, you can find whatever you need from locally-made jewelry to name-brand wetsuits. The friendly staff is knowledgeable about the brands and products, and their style embodies the shop's selection.
5037 Newport Ave., Ocean Beach
(619) 223-8808

WAYS AHEAD
Stacey Thayer
does your taxes — using Thayer's labor-intensive kind of work, after all, and Dover is your best choice to take on.
Dover Plumbing & Heating
4870 Voltaire St., Ocean Beach
(619) 223-8832

ALTERATIONS
Minh Alterations
We’ve all been there, your favorite jeans are suddenly too big or your little black dress suddenly won’t zip — but you’re just not ready to throw either out. Instead of leaving it tragi-
cally hanging in the back of your closet, take it down Minh Alter-
tions. Minh has a quick turnaround, great pricing and amaz-
ing results, which means your stylish item will be fixed in a flash and back to wearable condition in no time.
4875 Voltaire St., Ocean Beach
(619) 223-2136

ARCHITECT
Steven Lombardi, Architect
Steven Lombardi was born in New York and educated in Los Angeles. His work has been exhibited in the U.S., Europe and Asia. His multi-disciplinary work, from the design of private residences to multi-family projects to mixed-use com-
plexes, has taken him to Milan, Guangzhou, Barcelona, Shanghai, Bali,
fax, New York and El Salvador. And San Diego’s lucky to have him.
Steven Lombardi, Architect
1926 Bacon St., Ocean Beach
(619) 523-4722
www.stevenlombardi.com

STANDARD PLUMBING
Dover Plumbing & Heating
Plumbing and heating stuff is a chore at the least and, at best, an annoyance. After all, you bought your house — the largest investment you’ll ever make — so you could enjoy it, right? Let the pros at Dover help. There’s lots to this labor-intensive kind of work, after all, and Dover is your best choice to take on.
Dover Plumbing & Heating
4870 Voltaire St., Ocean Beach
(619) 223-8832

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4875 Voltaire St., Ocean Beach
(619) 223-2136

Dover Plumbing & Heating
4870 Voltaire St., Ocean Beach
(619) 223-8832

We would like to thank our loyal customers & all those who voted us:

BEST GROCERY STORE
Your community store for 36 years.
We appreciate your continued support & invite you to come in for these special offers:

$25 OFF
Any Purchase of $100 or more
Excludes Liquor & Tabacco. With Coupon. Expires 11-25-12
Not valid with any other offer or coupon.

$10 OFF
Any Purchase of $50 or More
Excludes Liquor & Tabacco. With Coupon. Expires 11-25-12
Not valid with any other offer or coupon.
We can help your insurance plan work for you. Special discounts if you have no insurances—and medicines can often be provided FREE.

1947 Cable Street • (619) 223-7164 • www.obmedicalgroup.com

Jeoffry Gordon, MD, MPH • Scott Baker, MS, PA-C

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Ocean Beach Medical Group
Serving the community for over 30 years
A prevention and medical home for all ages

Thank You For Helping Us Build Our Business Over The Past 25 Years

AND WE REALLY APPRECIATE YOU VOTING US #1 CONTRACTOR/CONSTRUCTION 3 YEARS IN A ROW

www.victorlundgce.com
Victor Lund
General Contractor, Inc.

2012
READERS CHOICE AWARDS
ANTIQUE (tie)
Newport Avenue Antiques Center
Newport Avenue Antiques has a plethora of whimsical items from small collectibles, jewelry, clothing, books to large furniture pieces. If you’re looking for that next family heirloom, the store has a serious side, too. And with over 1,800 square feet of quality antiques and collectibles, you’re sure to find that special treasure—big or small. A great place to do your holiday shopping too!

Newport Avenue Antiques Center
4856 Newpave Ave., Ocean Beach
(619) 222-8686

Newport Avenue Antiques
You’ll find a range of items you may never have considered in the antique family before, like signage and lighting fixtures. The stained-glass lights are interesting without exception, and the light bar in the shape of a set of antlers will probably get your attention first. If you’re just in the market for furniture, no inquiry is out of bounds. The staff is knowledgeable and will take time to assist you with your purchase.

Newport Avenue Antiques
4836 Newport Ave., Ocean Beach
(619) 224-1994

When you actually need your insurance agent, you want the BEST.

Thanks for voting us the #1 Best Insurance Agency

Your State Farm Agent & his team will always be there to get you through it.

Schedule a personal appointment today— we will be happy to come to you or see you at the office.

Thank You For Voting Us the #1 Auto Body Shop 4 YEARS IN A ROW!

And a 2012 Reader’s Choice for Detailing

We Specialize in Insurance Work, Collision Repair & Paint

Over 30 Years in OB

Formerly at 1955 Bacon St.

We’re Amped Up! About Being Voted #1 Electrician 2009-2010-2011-2012

Thanks! To All Our Friends & Customers For Your Support

Ocean Beach Auto Body
Had a wreck or just sick of looking at all those dings? Trustworthy and dependable, the guys here will get your vehicle looking itself again in a short time. From a smashed window to a crunched bumper, it’s nice to know there’s a shop in OB that gets the job done for less than the other guys. They keep car owners informed and aim for happy customers.

Ocean Beach Auto Body
4856 Voltaire St., Ocean Beach
(619) 222-1282

Auto Repair
OB Tire & Automotive
OB Tire Center and Auto Repair specializes in engine services and maintenance. They also have the best deal for both new and used tires. OB Tire & Automotive also offers oil changes, vehicle inspections, and auto advice on top of a range of many other services. Basically, whatever your vehicle needs, the trained technicians at OB Tire & Automotive will get the job done right.

OB Tire Center & Auto Repair
4893 Newport Ave., Ocean Beach
(619) 758-7663

Bank
Chase Bank
Anyone who has an account with Chase will tell you the bank has a strong commitment to its customers and its community. With ATMs and branch locations nationwide, Chase is a convenient place to bank. And Chase’s innovations in online and mobile banking makes life a little easier for its customers.

Chase Bank
1881 Sunset Cliffs Blvd., Ocean Beach
(619) 221-5008

Auto Repair
Chase Bank

Our Claim to Frame”
Thanks for voting us #1 for Framing!

In Appreciation
25% Off
CUSTOM FRAMING

San Diego’s Largest Selection
With Coupon when ordered only. Expires 11-30-12

www.zeedirect.com

“Thank You For Voting Us the #1 AUTO BODY REPAIR

OB Tire & Automotive
4893 Newport Ave., Ocean Beach
(619) 758-7663

4735 Point Loma Ave.
Ocean Beach
(619) 223-3333
10am – 4pm Mon – Fri
10am – 5pm Sat

Newport Avenue Antiques

“Thanks for Voting Us #1 for Framing!”

Our Claim to Frame”

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In Appreciation
25% Off
CUSTOM FRAMING

San Diego’s Largest Selection
With Coupon when ordered only. Expires 11-30-12

www.zeedirect.com
CAR WASH
OB Suds Car Wash, LLC
The coolest thing about this place’s signage is that the “r” in “car” is in reverse. Well, wait. That’s the quickest thing. The coolest thing is that this is a self-serve wash, so your handwork is your own. And you’d better be good at this trade, what with all the sand and salt in the air.
OB Suds Car Wash, LLC
5002 Vegetable St., Ocean Beach
(619) 997-3375

CARPET CLEANER
Eccoclean Services
Too often, cleaning products contain ingredients that release poisons into the environment, spawning allergic reactions, breathing problems and many other effects that can be potentially harmful to humans and animals. The folks at Eccoclean use no such products, and they have vacuum filters that eliminate virtually all release of dust into the air. Eccoclean not only just cleaned your carpet; it made your house or space safer.
Eccoclean Services
1241 Sunset Cliffs Blvd., Ocean Beach
(619) 224-7847
www.eccocleanservices.com

CHILD CARE/DAY CARE
St. Peter’s by the Sea Preschool
If you are looking for a safe, loving environment where your child will learn to LOVE school, this is the place! Once a child learns to love school, no matter what happens in their future education, they will have that foundation. The teachers and staff are loving, nurturing and help students learn to get along with each other. That is a giant challenge for preschoolers!
St. Peter’s by the Sea Preschool
1371 Sunset Cliffs Blvd., Ocean Beach
(619) 224-1689

CLEANING
Merry Maids
Think of Merry Maids as the little cleaning fairy that not only cleans your house to your satisfaction, but gets rides of the stress caused by clutter. Merry Maids’ cleaning services are available weekly, every other week, monthly or on a one-time basis. Merry Maids will leave your house feeling relaxed with the knowledge that the services are individualized, resulting in a spotless and professionally cleaned home each and every time.
Merry Maids
(619) 336-1612
www.merrymaids.com

COMPUTER REPAIR
Computer Guy Services
Computer Guy Services is a full-service computer repair shop and Internet cafe, offering hardware and software repair, printing, virus/spyware removal, data recovery, networking and on-site services. You’re in luck! They service Windows PCs and Apple Macs and specialize in both laptop computer repair and desktop computer repair and service HP, Dell, Toshiba, Sony Vaio, Gateway, Compaq, Fujitsu, Acer, Lenovo, Apple and more. The store’s experts will let you know if it’s worth it to repair your computer. In most cases, they will get your computer running as fast or even faster than it was when it was brand new. Skilled technicians and fast service guaranteed.
Computer Guy Services
4870 Santa Monica Ave., Ocean Beach
(619) 222-8324
compuguyervices.com

CONTRACTOR
Victor Lund
General Contactor
Lund specializes in coastal renovations locally and throughout San Diego. However, he and his team of highly-skilled workers will take on any size task, from small rooms to gentrification projects. Lund uses in-house carpentry crews, which gives the company greater control over quality of work and scheduling. A member of the Point Loma community, Lund has 32 years of experience in the construction industry.
Victor Lund General Contractor
P.O. Box 7050, San Diego, CA, 92167
(619) 224-1498

DOG GROOMING
Hair of the Dog
Robin McKinney has been grooming dogs in Ocean Beach since 1992. She has been working with her assistant, Lily, the Bernese Mountain Dog for the past eight years. “My goal is to be sure every dog that comes in my door is as happy to enter as it is to leave. I want them to feel like they are going to have a day at the spa or a playdate at Grandma’s house, rather than an impersonal encounter with a stranger.”
Hair of the Dog
4783 Narrangansett Ave.
(619) 223-3080

SKATE SHOP
Ocean Beach Surf & Skate Shop
And here you thought OB Surf and Skate only sold surfboards and skateboards. The fact is, they do. But there’s so much more inside the package. Surf camps and clinics, adventure tours and kayaking lessons are also at your fingertips. Tell the peeps your passion, and they’ll orchestrate accordingly.
Ocean Beach Surf & Skate
4976 Newport Ave., Ocean Beach

Thank You
Ocean Beach & Point Loma!

We appreciate your support over the past 6 years!
The Olive Tree award-winning deli is open until 6 p.m., and that means you can get a fresh “OB Special” sandwich with everything on it all day! But there’s plenty else to catch the eye and palate — like one of the most extensive cheese collections in the city and the freshest produce in the history of the universe. Also, check out The Olive Tree’s tasting room, offering sample vintage wines and craft beers from around the world in a cozy, European-style environment with local artwork displayed around the room.

The Olive Tree Marketplace

4805 Narragansett Ave., Ocean Beach

Olive Tree Marketplace

Grocery (Specialty)

The Olive Tree award-winning deli is open until 6 p.m., and that means you can get a fresh “OB Special” sandwich with everything on it all day! But there’s plenty else to catch the eye and palate — like one of the most extensive cheese collections in the city and the freshest produce in the history of the universe. Also, check out The Olive Tree’s tasting room, offering sample vintage wines and craft beers from around the world in a cozy, European-style environment with local artwork displayed around the room.

The Olive Tree Marketplace

4805 Narragansett Ave., Ocean Beach

Olive Tree Marketplace

Grocery (Specialty)

We’re proud to be voted the #1 Reader’s Choice for Tree Service!
the manner you desire. In recessionary times like these, Matt can be your best friend.

State Farm Insurance
4148 Voltaire Ave. (619) 223-1629
www.mattkalla.com

INTERIOR DESIGN
Belle Maison Seacoast Interiors
Located in the heart of Ocean Beach, Belle Maison’s beautiful window display is merely a hint of the treasures found inside. Even if you’re not looking to completely redecorate, stop by anyway. You’ll definitely be captivated by the unique assortment of gifts, home accessories, rugs, furniture and bedding.

Belle Maison Seacoast Interiors (619) 221-9148

LANDSCAPE/GARDENING
Coastal Sage Gardening
(See listing under Nursery/Garden)

Occidental Landscape
(See listing under Tree Service)

146 Point Loma Locksmith
When you need fast, reliable service, call the pros at Point Loma Locksmith. They can help with lock repair, lock installation, lock repair, change or upgrade, mailbox re-key, master rekey, transponder or ignition key replacement, emergency, house or car lockout.

Point Loma Locksmith
2805 Emerson St., Point Loma (619) 202-4816

MORTGAGE BROKER
Mark Chrisman
West Coast Mortgage
Mark has been a loan officer and real estate broker for nine years and joined West Coast Mortgage because they share the common mission of providing “Service With Integrity.” Mark believes honesty and communication are the keys to finding the best product and the best deal for each customer. The business model at West Coast Mortgage allows loan officers to provide clients the best rates and pricing in the market without sacrificing customer service. An SDSU graduate and active member of the Ocean Beach MainStreet Association, as well as the Point Loma Breakfast Club.

West Coast Mortgage (858) 693-0900
mark@westcoastmortgage.biz

NEWS PAPER
Peninsula Beacon
The Beacon has been delivering award winning local news to the Peninsula for more than 30 years. Delivered door-to-door to homes and businesses and high traffic locations, you can count on this locally owned community newspaper to provide you with news you can use.

Peninsula Beacon
162 Grand Ave., Ste C, Pacific Beach (858) 270-3103
www.sdnews.com

PAINTER
Added Touch Paint Professionals
Some times a new coat of paint is all you need to spruce up your home. Added Touch Paint Professionals has that special touch when it comes to this. They offer well-priced professional painting services and will quickly leave your home looking almost brand new.

Added Touch Paint Professionals
3733 Curtis St., Point Loma (619) 866-1229

PERSONAL CHEF
Surfside Cuisine
“Yum, yum, yum” is what your guests will say when you have a personal chef at your party from Surfside Cuisine. Surfside Cuisine will create a menu sure to tantalize the taste buds and leave your stomach wanting more. Easy to work with, chef Billy Butter Joyce and his staff have over 20 years of experience. They use only top ingredients and will serve gourmet coffee and tea at the end of a delectable meal just for you and your guests. However, keep in that you don’t need a party to use the services of a personal chef. It can just be a Tuesday night and maybe you don’t want to cook dinner.

Surfside Cuisine (619) 507-0891
www.surfsidedelicious.com

PET HOSPITAL/VET
Cabrillo Pet Hospital
You will feel confident taking Fido to this well-trained staff. Ocean Beach and Point Loma are pet-friendly all around and this veterinarian is no exception. Caring and compassionate, the doctors here will be sure to make you feel at home. They do everything from diagnostic exams to dentistry to emergency care. They also offer boarding, a pharmacy and dietary counseling for your pet.

Cabrillo Pet Hospital
4338 Voltaire St., Ocean Beach (619) 225-9686
www.cabrillopethospital.com

Sunset Cliffs Animal Hospital
This facility is pretty new, having moved from its former Point Loma Avenue digs. And the really cool thing is that it’s one of those “green” places, featuring energy-efficient windows and solar panels that provide about 85 percent of the hospital’s power needs. Fido can rest easy; he’s no burden on the electric bill.

Sunset Cliffs Animal Hospital
4852 Santa Monica Ave., Ocean Beach (619) 224-0773

PET SITTING
Wizard of Paws
Wizard of Paws offers reliable, quality pet-sitting services. They’re here for all situations and all of your pets’ needs, including those times when you’re not home for midday walks, traveling, on vacations or business trips or just working late. Serving San Diego since 2004, Wizard of Paws provides award-winning professional in-home pet sitting, along with many other services at reasonable rates. They provide free in-home consultation and quote and available nights, weekends, and holidays for all of your pets’ needs.

Wizard of Paws (619) 212-3705
www.wizardofpawspets.com

PHOTOGRAPHER
Shugrue Photography
Capturing personality, emotion and feelings in a simple photograph is what Shugrue Photography specializes in. The studio, located in the heart of OB, is set up and perfectly equipped to capture those magic moments and turn them into precious memories to be treasured forever.

Shugrue Photography
4870 Santa Monica Ave., Ocean Beach (619) 224-5845

PLUMBER
Dover Plumbing & Heating
(See listing under A/C & Heating)

(PRINTER)
James Gong
The James Gang Company is a professional silk-screen printing and specialty-printing company. The connection to Ocean Beach and its community is just one example of the James Gang team’s dedication to providing its customers with only the best. Quality and customer service is the company’s No. 1 priority. They only use brand-name apparel, inks and paper, so the product will last.

James Gang Company
1931 Bacon St., Ocean Beach (619) 225-1753

ROOFING
Smith Roofing
Quality and integrity has made Smith Roofing No. 1 in roofing. They’ve been providing outstanding

HOTEL/LODGING
Inn at Sunset Cliffs
Wake up to ocean sounds and spectacular views at the newly remodeled Inn at Sunset Cliffs. You’ll enjoy the heated pool, ocean-tower views, Sunset Cliffs walks or nearby attractions like SeaWorld and Cabrillo Point attractions. Its just minutes from the airport and downtown, and the quaint setting and variety of amenities have made Inn at Sunset Cliffs a favorite one-of-a-kind hotel on the Pacific. And as they like to say at the Inn, sunsets are always included free with your stay.

Inn at Sunset Cliffs
1370 Sunset Cliffs Blvd, Ocean Beach (619) 222-7901
www.innatsetcliffs.com

THANKS FOR VOTING US AS ONE OF YOUR FAVORITE DENTISTS!

P. Scott McMahan, D.D.S.
General Dentistry
Serving Ocean Beach & Point Loma for 29 Years
619.223.1601
1829 Sunset Cliffs Blvd. Ocean Beach

Wizard of Paws offers reliable, quality pet-sitting services. They’re here for all situations and all of your pets’ needs, including those times when you’re not home for midday walks, traveling, on vacations or business trips or just working late. Serving San Diego since 2004, Wizard of Paws provides award-winning professional in-home pet sitting, along with many other services at reasonable rates. They provide free in-home consultation and quote and available nights, weekends, and holidays for all of your pets’ needs.

Wizard of Paws (619) 212-3705
www.wizardofpawspets.com

PLUMBER
Dover Plumbing & Heating
(See listing under A/C & Heating)

(PRINTER)
James Gong
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James Gang Company
1931 Bacon St., Ocean Beach (619) 225-1753

ROOFING
Smith Roofing
Quality and integrity has made Smith Roofing No. 1 in roofing. They’ve been providing outstanding

HOTEL/LODGING
Inn at Sunset Cliffs
Wake up to ocean sounds and spectacular views at the newly remodeled Inn at Sunset Cliffs. You’ll enjoy the heated pool, ocean-tower views, Sunset Cliffs walks or nearby attractions like SeaWorld and Cabrillo Point attractions. Its just minutes from the airport and downtown, and the quaint setting and variety of amenities have made Inn at Sunset Cliffs a favorite one-of-a-kind hotel on the Pacific. And as they like to say at the Inn, sunsets are always included free with your stay.

Inn at Sunset Cliffs
1370 Sunset Cliffs Blvd, Ocean Beach (619) 222-7901
www.innatsetcliffs.com

THANKS FOR VOTING US AS ONE OF YOUR FAVORITE DENTISTS!

P. Scott McMahan, D.D.S.
General Dentistry
Serving Ocean Beach & Point Loma for 29 Years
619.223.1601
1829 Sunset Cliffs Blvd. Ocean Beach
workmanship and upgraded materials to clients for more than 14 years. Best roofs, best price, honesty and integrity has earned them a reputation they can be proud of. They will always exceed your expectations.

Smith Roofing
4211 Whittier St., Point Loma
(619) 224-7663

SHIPPING/PACKING
Ocean Beach Business Center
The staff at OB Business Center will take great care of your priceless finds; fragile antiques, delicate artwork or bulky collectibles... it’s all good! This laid-back family business features a built-in print center, complete with Wi-Fi, copy and fax services — even a Notary Public. If you need to take care of business while away from your home or office, don’t stress, you can get it done there.
Ocean Beach Business Center
4876 Santa Monica Ave.
(619) 222-4876
www.obbusinesscenter

TRAVEL AGENCY
Pat’s Travel & Tours
Sometimes planning a dream vacation turns out to be a complete nightmare. The staff at Pat’s Travel and Tours works hard to start your vacation planning on a good foot and keep it sailing smoothly throughout your journey — whether it’s a colorful tour of Mexico or a serene trip along the coast.
Pat’s Travel & Tours
4930 Del Mar Ave., Ocean Beach
(619) 223-8000

TREE SERVICE
Occidental Landscape Inc
With more than two decades of experience serving San Diego residents and businesses, Occidental creates outdoor living spaces that will complement your family’s lifestyle. Their services include irrigation, lighting, drainage issues, ornamental pruning, water features, masonry work, arbors and much more! If you can dream it up, Occidental can make it a reality.
Occidental Landscape Inc.
2775 Kurtz St., Point Loma
(619) 298-4450

Atlas Tree Service
You can expect professionalism, personal service, and quality workmanship with each job Atlas does. They provide the highest quality tree care using the most efficient, environmentally friendly methods available and complete each job on time as promised. There’s no gimmicks or run-arounds. You can always expect service and knowledge that will meet and exceed your expectations.
Atlas Tree Service
(619) 463-1707

WEB DESIGN
Intrepid Network
Intrepid Network was established in 2004, by Joshua Utley, President & CEO, who holds 16 years of real world experience in the multimedia industry. Josh helps his clients with all their Web site development, design, programming, graphic design and photography needs. Utilizing these and other technologies, Josh proficiently designs & develops projects on time and within budget. Whether he’s producing a Web site, content management system, incorporating an eCommerce package into a Web site or developing an online instructional course, his

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clients are always pleased with the outcome. Quality, performance and professionalism are what Josh has to offer. You can be confident your project will be completed on time and with no hassle or unforeseen challenges.

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Lola Luna
pretty shoes.
the time of purchase. The sale prices are a steal. It’s no wonder heels and toes can’t resist slipping into the

SHOE STORE
Lola Luna
The fun name rolls off your tongue as quickly as your foot can slip into one of their fantastic pairs of shoes. The boutique sells clothing, vintage-style jewelry and accessories and shoes for any and all occasions. But you don’t really need a reason at all to purchase a new pair of high heels or sandals, do you? On top of that, the accessories and a possible new outfit are all around, so all those new shoes can be properly outfitted at the time of purchase. The sale prices are a steal. It’s no wonder heels and toes can’t resist slipping into the pretty shoes.
Lola Luna
4985 Newport Ave., Ocean Beach
(619) 222-6911

Peninsula Family YMCA
YMCA’s throughout the county are committed to improving the quality of people’s lives and helping them realize their true potential in spirit, mind, and body, and Peninsula Family Y is no exception. The neighborhood offices offer aquatic, fitness and youth programs and is committed to strengthening relationships between children and parents through its ongoing Y Adventure Guides program. The Peninsula Family YMCA recognizes the beauty, diversity and interdependence of all forms of life and helps the human family develop to its full potential in the process.

MARTIAL ARTS
Setting Sun
Mixed Martial Arts
Setting Sun Mixed Martial Arts was voted first place in martial arts schools because it has it all: karate; jujitsu; judo; abduction and bully defense; women’s self-defense for children and adults; a state-of-the-art facility; great instructors; affordable monthly rates with no contracts or enrollment fees! Setting Sun has been serving the communities of Ocean Beach and Point Loma for 15 years and is run by internationally recognized Grandmaster Mark J. Colangelo who is also the only Field Agent for the National Security Alliance — Kid-Safe Network in San Diego.
Setting Sun Mixed Martial Arts
4993 Niagara Ave. 8109 (Ocean Beach)
(619) 223-6827

NAIL SALON
OB Nails
Friendly service and great prices has earned OB Nails a name for itself. Manicures, pedicures, you’ll find all the latest trends. There’s tons of colors to choose from (always a plus at any nail salon) and the attention to detail and the amount of care each technician provides puts this place above the rest. OB Nails will definitely give you the best service for the best price!
OB Nails
4796 Niagara Ave., Ocean Beach
(619) 224-4747

OPTOMETRIST
Eli Ben-Moshe, OD
Newport Optometry
Dr. Eli Ben-Moshe works out of Newport Avenue Optometry, which has been serving Ocean Beach for 50 years. The office’s remodel showed cases more than 1,000 frames and sunglasses from a wide variety of designers and welcomes outside prescriptions. It carries a complete line of specialty contact lenses. You can even make online appointments.
Eli Ben-Moshe, OD
Newport Optometry
4852 Newport Ave., Ocean Beach
(619) 222-0559
www.newportavenueoptometry.com

PERSONAL TRAINER
Jennifer Opaka, & Brad Gamson
Progressive Fitness
With more than 20 years of experience, Jennifer Opaka will definitely whip you into shape. She’ll design a personalized fitness program that will give you the results you want while still working with your busy schedule and time frame. From leg warmers and aerobicics to yoga pants and pilates, Jennifer’s years of training hits on every aspect to leave your body looking and feeling its best. And Brad Gamson has the experience & expertise to get you in shape.
Jennifer Opaka & Brad Gamson
Progressive Fitness
4966 Santa Monica Ave., Ocean Beach
(619) 224-7348

PIERCING
Apogee Body Piercing
With the growth of the body modification industry, it seems everybody
offers body piercing. Well, Apogee is purely a piercing studio that views its profession as an art form. As piercing specialists, the staff is focused on providing patrons with the experience and information to make an educated decision on how to change their bodies. Don’t be afraid.

Apogee Body Piercing
4944-B Newport Ave., Ocean Beach
(619) 223-1771
www.apogeepiercing.com

PILATES

Progress Fitness
(See listing under Health Club/Gym)

STYLIST

Elaine Dill
A blow dryer, curling iron and color cap seem like so much more after Elaine Dill works her magic. The warm and friendly atmosphere of Elaine’s shop makes it the best place to get your hair styled. She puts her more than 20 years of experience to use to make every cut, color or blow dry simply perfect.

Elaine Dill Studio for Hair
3657 Voltaire St., Ocean Beach
(619) 222-3455

YOGA FACILITY

Namaste Yoga Center
“What Namaste” is taken from the ancient Sanskrit, meaning “I bow to you.” A gesture of deep respect accompanies it. And if you want to learn more about that, the Namaste Yoga Center will be happy to accommodate you. The ancient art of yoga is based on mutual regard for teacher and student, and this merchant works to keep that regard intact.

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www.namasteys.com

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