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Improved Measurement of the Electroweak Penguin Process $B \rightarrow X_s \ell^+ \ell^-$

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We have performed a search for the decay $B \rightarrow X_s \ell^+ \ell^-$ using a pseudo-inclusive reconstruction technique. Using a data sample of 657×10^6 BB pairs, we observe a clear signal, including $238.3 \pm 26.4 \pm 2.3$ events in the mass region $M(X_s) < 2.0 \text{ GeV}/c^2$. The measured branching fraction is $\text{BR}(B \rightarrow X_s \ell \ell) = (3.33 \pm 0.80(\text{stat}) \pm 0.19_{-0.24}(\text{syst})) \times 10^{-6}$; this result is restricted to the region $M(\ell^+ \ell^-) > 0.2 \text{ GeV}/c^2$.

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