



# Golden





# Ticket



1. The scene is set at the delectable Cipriani 42nd St in New York for the most spectacular MM&M Awards show to date.

2. MM&M Editor in Chief James Chase welcomes an enthusiastic audience.

4. Special guest, soprano and double lung-transplant patient Charity Sunshine Tillemann-Dick, wows attendees in both song and story, offering a reminder of the true value of the pharma industry.

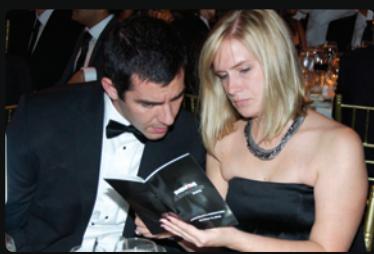


5. World-renowned psychosexual therapist Dr. Ruth Westheimer presents, rather appropriately, the Award for "Best Interactive Initiative to Consumers" to RAPP and Pfizer for the Viagra anti-counterfeiting campaign.

6. Lively emcee James Donahower announces the winners and presents the awards

7. A sold-out audience of almost 700 of the industry's biggest stars enjoys a fabulous night of food, wine, entertainment and celebration at the magnificent Cipriani 42nd St.

**8 through 28.** Smiles all around as guests, winners and partiers alike celebrate to the hilt at the industry's biggest night out. As midnight approached, many made their way to the official after-party and, a few hours later, the hardiest souls headed to the unofficial after-after party. But those are other stories.



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film 27

film 28

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