



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

Suzanne Valliere, McDonald's Corporation
+ 1 630-235-8128 (Mobile)
+ 1 630-623-7555 (Office)
suzanne.valliere@us.mcd.com

Louise Marcotte, McDonald's Europe
+ 33 6 80 28 23 03 (Mobile)
Louise.marcotte@fr.mcd.com

William Byrne, Burson-Marsteller
+1 312-804-8413 (Mobile)
+1 312-596-3555 (Office)
Will.Byrne@bm.com

McDONALD'S® ANNOUNCES RENEWAL OF FIFA WORLD CUP™ SPONSORSHIP THROUGH 2014

Company Reaffirms Commitment to Connect with Customers Around the World Through Premier Sporting Event

BERLIN, GERMANY (July 8, 2006) – McDonald's today announced its sponsorship renewal as FIFA World Cup Sponsor with FIFA (Fédération Internationale de Football Association), the world governing body of football, through 2014. Continuing its tradition of supporting football on both the global and grassroots levels, McDonald's has been a longtime champion of football for more than 25 years and has served as an Official Partner of the FIFA World Cup since 1994 in the United States, 1998 in France, 2002 in Korea and Japan and 2006 in Germany.

As a FIFA World Cup Sponsor through 2014, McDonald's has global rights to both the 2010 FIFA World Cup South Africa™ and the 2014 FIFA World Cup™ yet to be selected on the South American continent, as well as to the FIFA Confederations Cups during this period. This enables McDonald's to continue to bring the world's passion for football to life for millions of fans as part of the company's "i'm lovin' it®" strategy of making stronger, more relevant connections with its customers around the world. McDonald's sponsorship provides the opportunity to share the thrill of FIFA World Cup through special creative promotions, contests, advertisements, and in-store activation in more than 100 countries across the globe.

-- more --

McDonald's FIFA Sponsorship Renewal/Page 2

The renewal agreement with FIFA also allows McDonald's to continue its status as the exclusive retail foodservice operations sponsor with special advertising rights, and the sole sponsor of the McDonald's Player Escort program for the FIFA Confederation Cup as well as FIFA World Cup. This initiative provides the once-in-a-lifetime opportunity for more than 1,400 children ages 6-10 from around the world to walk onto the field hand-in-hand with the top football players at the start of all 64 FIFA World Cup matches. In Germany, 51 countries participated in the program, which also featured special Player Escort matches held throughout the tournament.

"McDonald's ability to reach more than 50 million customers in our more than 30,000 restaurants worldwide puts us in the unique position to activate a truly meaningful and relevant World Cup program," said Mary Dillon, McDonald's Executive Vice President and Global Chief Marketing Officer. "Our support of FIFA World Cup at both the global and grassroots levels also demonstrates our ongoing commitment to promoting balanced, active lifestyles for customers around the world. As a local family restaurant, McDonald's encourages thousands of families and children to participate in community football activities, including club sponsorships, youth football schools and junior tournaments."

"With McDonald's, we have another long-time Official Sponsor on board for the FIFA World Cup events in 2010 and 2014. By opting to pursue the partnership also symbolized with the player escorts that has bound us for the last 12 years, McDonald's has once again shown its faith in FIFA and our initiative "Football For a Better Future" in particular the "Win in Africa with Africa" programme we launched yesterday," said FIFA President, Joseph S. Blatter

Looking forward to the 2010 FIFA World Cup South Africa, McDonald's is committed to supporting South Africa as host country and sharing the glory of the tournament with customers in that marketplace.

"McDonald's South Africa is pleased to welcome the World Cup to our home," said McDonald's South Africa franchisee Ishmael Moloko. "Our 93 restaurants will proudly serve a special customer experience to all of our worldwide guests."

About McDonald's

McDonald's is the leading foodservice retailer with more than 30,000 local restaurants serving quality food to nearly 50 million customers in more than 100 countries each day. Approximately 70 percent of McDonald's restaurants worldwide are owned and operated by independent, local men and women.

-- more --

About FIFA

For more than 100 years, the Fédération Internationale de Football Association, founded on 21 May 1904 in Paris and better known as FIFA, has continued to provide the essential leadership role to the international football family. Headquartered in Zurich, Switzerland, the eighth FIFA President, Joseph S. Blatter (Switzerland), guides the organisation today with a commitment to the evolution of FIFA as a modern and dynamic association. The basis of the world's football family is formed by FIFA's member associations. From the founding seven in 1904, the family has today grown to 207 affiliated associations, also organised into six confederations spanning the globe. FIFA's worldwide activities go well beyond its various competitions, such as the world's biggest single-sport event, the FIFA World Cup™. In projects such as the FIFA GOAL Programme as well as several other development and charity activities such as the SOS Children Villages, UNICEF and streetfootballworld, FIFA gives material, financial and promotional support to develop the game and bring joy to underprivileged worldwide.

###

Editor's Note: For more information, please visit www.mcdepk.com/2006WorldCupResourceCenter