



official sponsor

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

Carmen Vroonen, McDonald's Europe
+32 495 58 43 21
carmen.vroonen@be.mcd.com

Martina Augenstein, McDonald's Germany
+49 15 115 154 990
martina.augenstein@de.mcd.com

**McDonald's® Inspires Football Fans from Around the World
at 2006 FIFA World Cup™**

***1,408 children from 51 countries to lead out teams through
McDonald's Player Escort Program***

MUNICH, Germany (June 8, 2006) – McDonald's Corporation today kicked off today its activities for the 2006 FIFA World Cup. More than 1,400 children from across the world have been given a unique, once-in-a-lifetime opportunity to take part in this year's FIFA World Cup courtesy of McDonald's, one of FIFA's worldwide Official Partners.

McDonald's unique **Player Escort program** is the center piece of the company's FIFA World Cup activities in Germany and will provide children with the unforgettable opportunity to walk onto the field, hand-in-hand with the world's best players including McDonald's own football ambassadors, Argentina's **Lionel Messi** and Germany captain **Michael Ballack**.

This year, McDonald's has made the program better than ever. To bring the magic of football itself to the children, Player Escorts matches have been organized in 11 host cities to mirror some of the fantastic games of the FIFA World Cup.

The 1,408 children aged 6 - 10 yrs from 51 countries will take part in all 64 FIFA World Cup matches and were selected through range of activities including national competitions, creative essay contests, football tournaments, media partnerships and restaurant promotions. This unique initiative, which supports McDonald's commitment to balanced, active lifestyles, received an overwhelming response. In Germany alone McDonald's received over 1 million applications.

-- more --

McDonald's 2006 FIFA World Cup/Page 2

Michael Ballack, Patron of McDonald's Player Escort program in Germany, said: "It's a pity that there wasn't a McDonald's Player Escort program when I was this age. I would have done anything to be part of this once-in-a-lifetime experience."

Lionel Messi, McDonald's ambassador for Latin America, added: "As an ambassador for McDonald's, it is an honour for me to see how the McDonald's Player Escort program has taken shape at this tournament involving children from all over the world. I am very passionate about football and it is a privilege to share some of this passion with those kids."

McDonald's Player Escort Program is just one of many activities that will be conducted by McDonald's to bring the fun and excitement of the FIFA World Cup to fans.

In a first for the FIFA World Cup, official performers have been recruited by McDonald's to entertain fans during all six matches in Berlin including the Final alongside official mascot GOLEO VI. The **Official Fan Dancers** to perform at the 2006 FIFA World Cup were selected by a panel of German celebrities and will make their debut on June 13th before Brazil plays Croatia.

Johan Jervøe, Vice President Marketing for McDonald's Germany and Head of Sport for Europe, said: "We're breaking new ground with the Official Fan Dancers and would like to thank FIFA for their support in putting this idea into practice. We're sure this program will appeal to younger football fans in particular and, just like the Player Escort program will become an integral part of FIFA tournaments."

McDonald's is also enabling fans around the world to experience the thrill of the tournament first hand by giving away thousands of 2006 FIFA World Cup tickets through in-restaurant promotions and, media tie-ins. McDonald's customers will also benefit through special promotions, contests, advertisements, in-store activations and special menu items designed to bring the thrill of the FIFA World Cup to local communities.

McDonald's 2006 FIFA World Cup/Page 3

“McDonald's has the ability to touch more than 50 million people each day, so we are in the unique position to deliver the fun and excitement of one of the world's most prestigious football events in truly engaging and surprising ways,” said Jeff Carl, McDonald's Corporate Vice President of Global Marketing. “Because we want our customers to feel closer to the World Cup, we have created a wide range of exclusive activities to bring the tournament to life.”

McDonald's will bring the excitement of the FIFA World Cup into fans' homes across the world through the exclusive sponsorship of the **FIFA Fantasy Game**. Available in nine languages on www.fifaworldcup.com, fans will be able to manage a squad of football superstars and compete against celebrity fantasy teams in the ultimate online football fantasy game.

Fans in Germany for the tournament will be able to enjoy McDonald's Salads Plus™ Garden Salads, Fruit Bags and Fruit n' Yogurt at concession stands in all 12 official stadia. Additionally, media representatives at the Stadium Media Center in Berlin can enjoy McCafé®, offering premium coffees, specialty drinks and pastries.

Bane Knezevic, President Western Division, and McDonald's CEO Germany said: “McDonald's is proud of its involvement with the world's most popular game. This is our fourth FIFA World Cup and our biggest involvement to date. We want to make the game more accessible to young people and the Player Escort program is a great way to inspire them through being at heart of the action with the game's biggest stars. Our ambition is also to share the excitement and the passion of football with our customers and the fans around the world.”

About McDonald's

McDonald's is the leading foodservice retailers 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.

###

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