



McDONALD'S® BRINGS THE EXCITEMENT OF THE 2006 FIFA WORLD CUP GERMANY™ TO FANS AROUND THE WORLD

As a worldwide sponsor and Official Partner of the FIFA World Cup™ since 1994, McDonald's brings the world's passion for football to life 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 brings this premier sporting event to life globally through the Player Escort Program and other exclusive sponsorship activations worldwide, including:

McDonald's/FIFA Fantasy™ Game

Leveraging the growing popularity of on-line fantasy league gaming, for the first time, McDonald's offers Internet users around the world a chance to participate in the FIFA World Cup experience through an exclusive global sponsorship of the **McDonald's/FIFA Fantasy™ Game** on www.FIFAWorldCup.com, available in nine languages. Football fans will be able to manage a squad of football superstars and compete against celebrity fantasy teams in the ultimate online football fantasy game.

Local Market Activations

McDonald's will deliver the fun and excitement of the tournament to fans and customers around the world through a variety of promotions and activities such as:

- Germany:** The 2006 FIFA World Cup™ host country is recruiting the largest amount of Player Escorts ever brought to the FIFA World Cup while encouraging kids and families to handcraft football-themed artwork or participate in football tournaments. In a first for the FIFA World Cup, Official Fan Dancers have been recruited by McDonald's to entertain fans before all six matches in Berlin including the Final alongside official mascot GOLEO VI. A panel of German celebrities selected the Official Fan Dancers. Additionally, since January 2006, Germany has given away more than 10,000 tickets through promotions in restaurants across the country.
- Brazil:** Offering special sandwich promotion that features local tastes and flavors from the countries competing at the FIFA World Cup including Italy, France, Argentina, United Kingdom, Nicaragua and Germany.
- China:** Highlighting its participation through special FIFA World Cup television commercials and displaying FIFA World Cup-themed in-restaurant posters and beverage cups.

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- India:** Hosting a “Foosball Freekick” indoor table football game in all McDonald's India outlets, where kids get the chance to take penalty shots against a goalkeeper and win prizes.
- Japan:** Created a special FIFA World Cup-themed promotion featuring a FIFA World Cup Mini-Match Ball and plush GOLEO VI toys, the Official FIFA World Cup mascot.
- Mexico:** Featuring special FIFA World Cup packaging on select menu items with FIFA World Cup messages and themes.
- United Kingdom:** Airing commercials that promote a “Text to Win” mobile phone text messaging contest, including one advertisement featuring FIFA World Cup ‘66 legend, Sir Geoff Hurst.
- United States:** Offering special limited edition FIFA World Cup beverage cup in conjunction with a Spicy Chicken Sandwich promotion supported by radio and television advertisements.

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

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