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**NEW MARKETING CAMPAIGN CELEBRATES CAREER OPPORTUNITY AT McDONALD'S®
*Real Life Success Stories Highlight Employees***

CHICAGO, III. (May 14, 2007) – McDonald's introduced a new national advertising campaign today that shines a spotlight on its employees and celebrates career opportunities at McDonald's. The advertising is part of a larger campaign, which includes public relations activities, online banners and a new career web site, www.mcdonalds.com/careers. This is the latest in an Employment Opportunity campaign that was first introduced in 2005.

Central to the campaign is a national television advertisement that profiles the career path of Karen King, East Division President, McDonald's USA. King started her career at McDonald's more than 30 years ago as a crew person in Lawrenceville, Georgia. Like so many people whose first job was at McDonald's, the leadership lessons learned behind the counter, coupled with great training, have laid the foundation for her success. Today, she follows those same basic management principles in her role as Division President where she manages a \$10 billion business and oversees more than 5,000 restaurants, approximately 36 percent of the U.S. System, from Maine to Florida.

"If you have the will, drive and dedication, there is limitless opportunity to make a career under the arches," King said. "McDonald's welcomes a diversity of thought, experience and expertise, and if you have the right combination of these attributes you can realize tremendous success, both personally and professionally."

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Currently, 30 percent of franchise owners, 50 percent of corporate staff, and 70 percent of restaurant managers started as crew. Forty percent of McDonald's top management team got their start in McDonald's restaurants, including CEO, Jim Skinner.

"This campaign underscores the intense pride that we feel for our employees at all levels throughout the organization," said Bill Lamar, Chief Marketing Officer, McDonald's USA. "Karen's story is just one example of many. We are proud of the opportunity that we offer at McDonald's and of those employees that strive for excellence everyday they're on the job."

As part of this campaign, new Hispanic advertising will feature Ofelia Melenderez, Vice President of Greater Southwest Region. Ofelia started as an intern at McDonald's upon graduation from college in 1992 and eventually rose to become a key executive within the company.

The 2007 McDonald's Employment Opportunity campaign also includes a new career web site and banner ads, which profile a selection of managers and crew who are currently pursuing career opportunities at McDonald's.

McDonald's and its franchisees are among the nation's largest employers of working parents, teenagers, seniors and individuals with special needs. McDonald's trains more women and minorities than any other employer. Women and minorities represent more than 50 percent of the McDonald's workforce.

About McDonald's

McDonald's USA, LLC is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. McDonald's is an equal Opportunity Employer committed to a diverse workforce. For more information about opportunity at McDonald's visit www.mcdonalds.com/careers.

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