



365BLACK™

FOR IMMEDIATE RELEASE

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For high-resolution honoree photos and bios, go to:
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**McDONALD'S® 365BLACK® INITIATIVE CELEBRATES AFRICAN AMERICAN
ACCOMPLISHMENTS AND HERITAGE YEARLONG
McDonald's 365Black Awards Remain the Company's
Cornerstone Event for 365Black Initiative**

OAK BROOK, IL (June 29, 2007) — McDonald's® presents four outstanding business and community leaders with the McDonald's® 365Black® Awards. Dignitaries from across the country will gather at a special celebration, hosted by author and former CBS News "The Early Show" co-host René Syler on Thursday, July 5, at 11:00 a.m., at the Ernest Morial Convention Center in New Orleans, to pay tribute to the lifetime achievements of the 2007 365Black Awards recipients: children and families advocate Marian Wright Edelman, Founder and President of the Children's Defense Fund; magazine maven Michelle Ebanks, President, Essence Communications, Inc.; global charity leader Linda Dunham, McDonald's Owner/Operator and Chairman of the Board, Ronald McDonald House Charities®; and community supporter Roy Griggs, Louisiana-based McDonald's Owner/Operator McDonald's. The 365Black Awards is McDonald's tribute to these leaders for their professional and personal contributions to bettering the lives of African Americans across the country and in their communities.

"The McDonald's 365Black Awards recognize pioneering individuals who make significant contributions in the areas of children's well-being, education and outreach to the African American community every single day of the year," said Don Thompson, President, McDonald's USA. "The lives and life work of each of our honorees truly demonstrate what it means to be deeply rooted in the community."

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The 365Black Awards are an extension of McDonald's 365Black initiative, created to celebrate the pride, heritage and achievements of African Americans yearlong. McDonald's outreach under the 365Black platform includes partnerships and supporting events with organizations that provide opportunities for African Americans to succeed.

"McDonald's partnerships are all about ensuring that consumers have the information they need to take advantage of education, economic and career opportunities, not just at McDonald's, but by showcasing what is available within the African American community as a whole," said Carol Sagers, Director of U.S. Marketing, McDonald's USA.

The 2007 365Black Awards recipients include:

Marian Wright Edelman, Founder and President of the Children's Defense Fund (CDF), began the CDF in 1973 and has been an advocate for disadvantaged Americans throughout her professional career. Under Edelman's leadership CDF has become the nation's strongest voice for children and families.

Michelle Ebanks, President of Essence Communications, Inc., leads the number one media and communications company dedicated to African-American women. Ebanks' publishing career spans more than 20 years where she has held several key financial and management positions at prestigious publishing companies.

Linda Dunham, Chairman of the Board for Ronald McDonald House Charities® (RMHC) and a New Jersey-based McDonald's owner/operator. During her 14-year tenure on the RMHC Board of Trustees she has helped guide tremendous program growth while expanding the Charity's ability to help children around the world. She and her husband, Lee, own six McDonald's restaurants in New York and New Jersey.

Roy Griggs is a Louisiana McDonald's owner/operator whose career at McDonald's spans over 35 years. Griggs opened his first restaurant in 1989 in Thomasville, Alabama, and currently operates ten restaurants in the Shreveport-Bossier area of Louisiana. A tireless community leader and employer of area youth, Griggs continues to be a beacon in his community.

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. For more information about McDonald's visit www.mcdonalds.com.

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