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McDONALD'S® CELEBRATES 50 YEARS OF LIMITLESS OPPORTUNITY
24,000 Sq. Ft. Restaurant Unveiled in Chicago at Golden Anniversary Celebration

“Started as Crew” Leads to Career Opportunities Inside and Outside McDonald's

Chicago (April 15, 2005) – McDonald's Chief Executive Officer Jim Skinner led the company's 50th Anniversary celebration today at the unveiling of a spectacular 24,000 square foot restaurant in downtown Chicago that features 60-foot Golden Arches, seating for 300, a double-lane drive-thru, historic memorabilia and stunning views of Chicago's skyline.

The theme of the celebration is “Opportunity at McDonald's,” based on the company's long-time track record of providing limitless possibilities for its employees.

Opportunity Abounds

Twenty of McDonald's top 50 worldwide management began their careers in a McDonald's restaurant, including Skinner, whose first job was as a crewperson at a McDonald's in Davenport, Iowa in 1962. In the U.S. alone, more than 66,500 McDonald's managers -- 70% of all managers -- started as crew. In addition, about 1,200 of McDonald's U.S. restaurant owner/operators started in restaurants themselves; and more than half -- 2,050 --of McDonald's corporate employees in the U.S. started as crew.

“McDonald's creates leaders both inside and outside McDonald's,” said Skinner. “Every person who gets their start at McDonald's learns lifetime skills such as teamwork, leadership, timeliness, focus and discipline and attention to detail. Ray Kroc founded McDonald's on the very premise of opportunity, a career ladder to becoming an entrepreneur and learning skills that serve for a lifetime -- the opportunity to go from the crew room all the way up to the Board Room.”

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“We are proud of the success stories of past and present crew members from around the world and the important role their McDonald's experience has played in their lives,” said Mike Roberts, President and Chief Operating Officer, McDonald's Corporation. “Our employees, from crew to management, take advantage of the career opportunities McDonald's offers, such as the wealth of training, education, resources, and most importantly, a company that values the differences that makes every person unique.”

State-of-the Art Flagship Restaurant Builds on Rich Tradition

For 50 years, McDonald's has proudly called Chicago home. Kroc opened his first corporate office just four blocks south of the new two-story flagship restaurant McDonald's officially opened today. The 50th Anniversary restaurant features stunning views of Chicago's skyline.

Chicago Mayor Richard M. Daley

“McDonald's has provided employment opportunities and training for people in Chicago and all around the world,” said Chicago Mayor Richard M. Daley. “McDonald's and the city of Chicago have really grown together. On behalf of Chicago, thanks to McDonald's for 50 great years of service to customers, not only in Chicago but around the globe.”

50th Anniversary Restaurant Highlights

The spectacular restaurant – dedicated to McDonald's late CEO Jim Cantalupo -- ties the future with the past by incorporating the classic red and white design of Ray Kroc's first building with a 21st century, high-tech restaurant that will deliver a special experience for customers.

Reflecting McDonald's appeal as a local business in communities around the world, the interior of the 50th Anniversary restaurant features a contemporary flair with a 40-foot Brazilian granite counter, glass from Germany, exterior finish from the Netherlands and red S-shaped chairs from Italy.

The interior dining area is zoned like a home, with first floor representing the foyer and kitchen and second floor featuring a living room, dining room and family room. Two escalators, an elevator and a staircase connect customers to the second level, a spacious dining area with a corner “conference room,” technology and modern comfort, including:

- Five decades of McDonald's memorabilia displayed in seating areas overlooking the garden
- Two custom CD-creation stations and two Internet web stations with music downloading and instant photo printing capabilities. The entire restaurant is wi-fi enabled.
- Images on three interactive tables react with the wave of a hand.
- A “Living Room” featuring leather furniture by Mies van der Rohe and Le Corbusier.

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First Day Customer Same in 1955 and 2005

Also recognized at the 50th Anniversary celebration was one of McDonald's first-ever customers. Glen Volkman of Eau Claire, Wis., then a high school junior, was one of the first customers served at the original McDonald's location in Des Plaines on April 15, 1955, ordering a cheeseburger, French fries and shake for about 80 cents that day. Proud of his unique McDonald's experience, Volkman has followed the success of McDonald's since and attributes McDonald's global success to "good food and good people."

McDonald's pledges to raise \$50 Million for 50th Anniversary

McDonald's was built on the philosophy, instilled by founder Ray Kroc 50 years ago, to give back to the communities it serves. Because of this long standing commitment to help others, McDonald's pledges to raise \$50 million for Ronald McDonald House Charities® (RMHC®) and other children's causes in communities locally and worldwide in celebration of its 50th anniversary. "Giving a hand to help children is what RMHC does best, and this pledge by McDonald's will allow us to help more children, in more places and in more ways," said Ken Barun, President and CEO, RMHC. "RMHC was founded in memory of Ray Kroc, and it is in his spirit of helping and serving others that this pledge will be honored."

The 50th Anniversary restaurant replaces the former "Rock 'n Roll McDonald's" restaurant, which was the third busiest McDonald's location in the U.S., and 12th busiest in the world. Reminiscent of its "Rock 'n Roll" years and committed to remembering the many good times there, the 50th Anniversary restaurant showcases a freestanding outdoor "Rock 'n Roll Pavilion" featuring original pieces from the former restaurant, including a 1959 Corvette, life-size Beatles statues, and guitars.

The restaurant was developed by the internal McDonald's Worldwide Architecture team, led by Vice President John Miologos and the building was designed by Dan Wohlfeil, Director of Worldwide Architecture.

McDonald's History

McDonald's Corporation founder, Ray Kroc, seized his opportunity exactly 50 years ago when he created a company that proudly serves its diverse community of customers every day. Kroc opened the first McDonald's restaurant in Des Plaines, Ill., on April 15, 1955.

Founded on a motto of quality, service, cleanliness and value, Kroc's first restaurant sold 15-cent hamburgers, fries, soft drinks and shakes, and offered friendly service to families in the Chicago suburb. From that one restaurant, the now world-famous McDonald's menu, signature service, and great restaurant experience are available today at more than 30,000 restaurants worldwide in 119 countries.

About McDonald's

McDonald's is the leading restaurant brand with more than 30,000 local restaurants serving nearly 50 million customers in more than 119 countries each day. Approximately 70 percent of McDonald's restaurants worldwide are owned and operated by independent, local businessmen and women.

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EDITOR'S NOTE: Log on to www.mcdepk.com/50 for more information and photos.

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