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McDONALD'S® INTRODUCES NEW SNACK WRAP™ VARIETIES FOR CUSTOMERS ON THE GO
Latest Menu Choices Address Growing Consumer Snacking Category

OAK BROOK, Ill. (January 30, 2007) – According to a recent study, 10% of Americans now say “no, thanks” to regular meals opting instead to eat snacks and smaller meals throughout the day. Moreover, snacking occasions are forecast to increase 3.6% in the U.S. compared to overall eating occasions from 2004 to 2008, according to a recent report by Business Insights. Catering to these busy consumers on the go and fresh from the successful summer 2006 launch of the Ranch Snack Wrap™, McDonald's today introduces more snacking options for customers with the new Honey Mustard Snack Wrap. In addition to the new flavor, the popular portable snacks now are available in both grilled and crispy choices.

The new Honey Mustard Snack Wrap, made with either grilled or crispy, juicy premium chicken breast meat, cheddar jack cheese, crisp lettuce and a sweet and tangy Honey Mustard sauce, wrapped inside a soft flour tortilla, will be offered for a promotional period at \$1.29 at participating McDonald's restaurants nationwide. This tasty addition joins other snack items currently on the menu including the Snack Size Fruit & Walnut Salad, Fruit 'N Yogurt Parfait and Apple Dippers, among others.

“Offering our customers a variety of great tasting, top quality food choices at a value is always a key priority for McDonald's,” said Don Thompson, President, McDonald's USA. “As the eating habits of people change and snacking becomes a way of life for many consumers, McDonald's is committed to offering our customers more portable, high quality food options that fit their needs.”

While McDonald's continues to provide its customers quality choices and convenience, taste remains a driving force in the development of new products.

“At McDonald's, our menu continues to evolve to accommodate our guests' taste preferences,” said Chef Dan Coudreaut, Executive Chef and Director of Culinary Innovation, McDonald's Corporation. “Our Menu Development Team strives to provide our guests with one-of-a-kind, delicious menu choices that not only are relevant to their lifestyles but that they can enjoy.”

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Consumers will have the opportunity to try the new Honey Mustard Snack Wrap at sampling and trial promoting events throughout the country including NBA All-Star Weekend in Las Vegas, the CIAA Basketball Tournament in Charlotte, the Mexican National Team soccer clinic and kick off game in San Diego, Chinese New Year Parade and Festival in San Francisco and at Spring Break activities in Panama City Beach.

Each year McDonald's sells more than 600 million pounds of premium chicken. McDonald's is the foodservice industry's leading seller of chicken strips and chicken sandwiches. And with consumption rates of chicken continuing to increase, McDonald's offers customers plenty of quality chicken options, such as Chicken Selects[®], Premium Chicken Sandwiches[®], Chicken McNuggets[®], Premium Salads with chicken and the new Snack Wrap[™].

"Approximately 92 percent of Americans reported eating one or more meals containing chicken during a two-week period in 2006," stated George Watts, President of the National Chicken Council, the trade association for chicken producer-processors. "McDonald's continues to give attention to consumers' appetite for quality chicken by providing a variety of premium chicken menu choices."

McDonald's premium chicken is produced in the U.S. by the industry's top suppliers. All Snack Wrap ingredients are supplied by industry leaders known for quality foods that customers trust.

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 on McDonald's, visit www.mcdonalds.com.

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