

**McDONALD'S<sup>®</sup> AND THE WALT DISNEY COMPANY<sup>®</sup>:**  
**Lilo & Stitch**

**Backgrounder**

**THE ALLIANCE**

The McDonald's/Walt Disney Company global alliance joins the world's two leading family brands in a 10-year multi-divisional, multi-national partnership.

McDonald's has executed more than 1,000 Disney programs worldwide since the alliance began on January 1, 1997.

**HISTORY**

The McDonald's/Disney relationship dates back to World War I when McDonald's founder Ray Kroc and Walt Disney served together as Red Cross emergency medical technician drivers in the same unit. Years later, Ray wrote Walt inquiring about opening one of his new McDonald's restaurants in the new Disneyland development. This dream became a reality when McDonald's opened its first restaurant at the Walt Disney World<sup>®</sup> Resort near Orlando, Fla., in January 1997.

**LILO & STITCH**

McDonald's joins Walt Disney Pictures' *Lilo & Stitch* celebration with an in-restaurant promotion from June 14 – July 11. The Happy Meal toy promotion features eight different bobble-head premiums, including: Lilo, Alien Stitch, Cobra Bubbles, Pleakley, Stitch as Elvis, Jumba, Nani and David. Each toy comes with a detachable surfboard.

**RESTAURANT  
PROMOTIONS**

McDonald's restaurants around the world bring Disney's hottest new film releases, theme parks, videos and television properties to life for customers via a variety of fun promotions every year. From Happy Meal<sup>®</sup> toys to special premiums and decor, Disney programs are always among McDonald's most successful.

**THEME PARK  
ACTIVITIES**

McDonald's is involved in a number of food service initiatives on Disney properties around the world. These include:

**Showcase Restaurants**

McDonald's has opened three showcase restaurants – two at the Walt Disney World<sup>®</sup> Resort near Orlando, Fla., and one at Disney Village, on the site of DisneyLand Paris.

**DinoLand U.S.A.** McDonald's is an official sponsor of Disney's Animal Kingdom and the sole corporate sponsor of DinoLand U.S.A., one of four major lands in the theme park.

**Restaurantosaurus** At DinoLand U.S.A., visitors can enjoy several McDonald's branded food products at the largest restaurant -- Restaurantosaurus -- located inside the park. Featured menu items include Chicken McNuggets<sup>®</sup>, America's Favorite Fries<sup>®</sup>, McDonaldland<sup>®</sup> Cookies, and Happy Meals.

**FRENCH FRY KIOSKS** For the first time ever, McDonald's licensed the sale of a branded food product -- its World Famous French Fries -- to the Walt Disney Company for visitors to enjoy on Disney property. McDonald's french fries are available at seven free-standing kiosks -- five at Walt Disney World Resort<sup>®</sup> near Orlando, Fla. and two at Disneyland Resort in Anaheim, Calif.

**Sue T-Rex** McDonald's partnership with the Walt Disney Company and museums nationwide brings the story of Sue -- the largest and most complete *T. Rex* ever discovered -- to families and children across the country via two identical state-of-the-art traveling exhibits. The fossil exhibition includes video footage, freestanding interactive exhibits, colorful graphics and touchable casts of bones. The exhibit continues with the collaboration of local McDonald's restaurants and the host museums.

**ABOUT THE WALT DISNEY COMPANY** The Walt Disney Company is the world's foremost family entertainment company engaged in animated and live-action film and television production; cable and broadcast television; theme parks and resorts; character merchandise licensing; consumer products retailing; and book, magazine and music publishing.

**ABOUT McDONALD'S** McDonald's is the leading global foodservice retailer, with more than 29,000 restaurants serving nearly 46 million people each day in 121 countries. Approximately 80 percent of all McDonald's restaurants worldwide are owned and operated by independent franchisees.

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