



**FOR IMMEDIATE RELEASE**

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**GRAMMY<sup>®</sup> NOMINATED *KELIS* INTRODUCES  
McDONALD'S<sup>®</sup> ARCH CARD<sup>®</sup> 'FASHION ORIGINAL'  
*Designed by "Project Runway's" Jay McCarroll, One-of-a-Kind Dress Will Be  
Auctioned on eBay<sup>®</sup> to benefit Ronald McDonald House Charities<sup>®</sup>***

**OAK BROOK, IL. (December 12, 2006)** – “load it, gift it, love it” ... McDonald's Arch Card will make a stylish statement in New York City today as McDonald's hosts the *'load it, gift it, love it...now wear it'* fashion experience featuring Kelis. The popular Grammy nominee will model the unique Arch Card “Fashion Original” designed by Jay McCarroll, winner of “Project Runway's” first season. Created with limited-edition Arch Cards, the one-of-a-kind fashion statement will be auctioned on eBay through eBay Giving Works from December 18 thru December 31 with proceeds to benefit Ronald McDonald House Charities.

“Giving is always in style,” said Bill Lamar, chief marketing officer, McDonald's USA. “The *Arch Card Fashion Original* is another creative example of McDonald's commitment to giving our customers what they want – convenience and what they expect – giving back beyond the holiday season.”

The success of the Arch Card – more than \$40 million in December 2005 alone – has helped establish McDonald's as one of America's leading sources of gift cards. In little more than a year, the Arch Card has emerged as a holiday must-have for last-minute shoppers. And this holiday season, McDonald's has re-defined gift cards, elevating them to fashion accessory status.

“I set out to create a design that would capture the excitement of the Arch Card,” said McCarroll, whose edgy, techno-bohemian designs have made a mark on the fashion industry. McCarroll chose to work with McDonald's, in part, for personal reasons. McCarroll's family stayed at a Ronald McDonald House<sup>®</sup> during his nephew's illness.

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According to fashion expert Frank de Jesus, former fashion director for NYLON, “Gift cards, like cell phones and other accessories, reflect a person’s style and taste. They’re not only convenient; they can make a statement too. They say a lot about the person who purchased the gift card as well as the recipient.”

### **Fashionable and Convenient**

Fashion aside, convenience is the driving force behind the success of the Arch Card. Time-crunched consumers can purchase the re-loadable Arch Card through the drive-thru, as well as inside the restaurant using cash or one of many cashless payment options; as 95% of McDonald’s restaurants feature extended or 24-hour service, making last minute shopping worry free. The Arch Card does not expire and is available in denominations of \$5, \$10, \$25 and \$50. Additionally, dormancy fees are not charged, making it a practical addition to consumers’ lives during the holiday season and beyond. Consumers can track their balances online at [www.mcdonalds.com/archcard](http://www.mcdonalds.com/archcard) or by calling 1-877-458-2200.

Available at participating McDonald’s restaurants nationwide, the Arch Card is now available at more than 1,500 U.S. Safeway stores including Dominick’s, Vons, Pavilions, Genuardi’s, Randalls, Tom Thumb and Carrs.

### **About McDonald’s USA**

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 restaurants are independently owned and operated by local franchisees. For more information on McDonald’s visit [www.mcdonalds.com](http://www.mcdonalds.com).

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