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**McDONALD'S® NEW GO ACTIVE!™ HAPPY MEAL® FOR ADULTS FEATURES
FLAVORFUL SALAD AND INNOVATIVE WORKOUT**

Introducing New Asian Salad and Yourself!Fitness® Exercise DVDs to McDonald's

OAK BROOK, IL (April 18, 2006) McDonald's® reaffirms the company's *Taste First* commitment to promoting a balanced, active lifestyle with its newest offering, the Go Active!™ Happy Meal® for Adults debuting nationwide in restaurants next Tuesday, April 25, 2006 through Monday, May 22, 2006.

The new Go Active! Happy Meal for Adults features any Premium Salad, including the New Asian Salad for a suggested retail price of \$4.29 (prices and participation may vary), a Dasani® water or medium or larger drink and customizable workout DVDs which are provided in sequence, while supplies last. The Asian Salad is the newest addition to McDonald's menu and the Premium Salad line.

"McDonald's is responding to customers' interest in fitness and exotic tastes by introducing the new Go Active! Happy Meal for Adults and the Asian Salad" said Bill Lamar, Chief Marketing Officer, McDonald's USA. "The salad is a part of McDonald's ongoing effort to provide customers with quality menu choices."

McDonald's new Asian Salad is a colorful mix of warm orange-glazed grilled or crispy chicken, edamame, snow peas, red bell peppers, mandarin oranges, and up to 16 types of fresh premium greens. The salad is accompanied by all-natural Newman's Own® Lighten Up!® Sesame Ginger salad dressing and a package of sliced and toasted almonds, on the side.

To experience the creation of the salad, view the Asian Salad virtual open doors video at www.mcdonalds.com.

"McDonald's new Asian Salad plus Newman's Own low fat Sesame Ginger salad dressing is a marriage of taste - just like mine," said Paul Newman.

McDonald's Go Active! Happy Meal for Adults also includes a series of 15-minute Yourself!Fitness® DVDs, exclusive to McDonald's. The DVDs are created by the Yourself!Fitness team of certified trainers and feature Maya, a virtual personal trainer, who takes customers through four customizable 15-minute workouts, including Yoga, Cardio, Core, and Strength. Bob Greene, Oprah's personal trainer, exercise physiologist and McDonald's Balanced, Active Lifestyle Ambassador is featured in an introduction of every workout DVD and in the information booklet which accompanies each DVD. The information booklet also features a message from Dr. Dean Ornish, one of LIFE magazine's "50 most influential members of his generation" for his work combating coronary heart diseases and other illnesses and a consultant with McDonald's. Also included is a \$5 coupon towards the purchase of the complete Yourself!Fitness Program.

McDonald's is a proud supporter of the Produce for Better Health Foundation's 5 A Day The Color Way® program, encouraging Americans to enjoy the delicious taste, abundant variety and health benefits of colorful fruits and vegetables every day. Dietary Guidelines for adults recommend between 3.5 and 6 cups of fruits and vegetables daily. McDonald's helps its customers meet this goal by offering nutritious menu options such as the new Asian Salad, which provides 3.5 cups of delicious vegetables in one bowl. The Asian Salad also offers vitamins A and C.

McDonald's chicken is produced by leading suppliers including Tyson® and Keystone®, who are known for select poultry that consumers prefer and trust. McDonald's "Made for You®" system also allows customers to customize any of the Premium Salads to match their taste preferences or dietary needs. Newman's Own salad dressings have been available in McDonald's restaurants nationwide since the launch of the Premium Salad line in 2003.

About Newman's Own

Newman's Own is an all-natural line of food products created by Paul Newman. Paul Newman donates all his profits, after taxes, from the sale of these products for educational and charitable purposes. Paul Newman has donated over \$200 million to thousands of charities since 1982.

About responDESIGN / Yourself!Fitness

Founded in 2003, **responDESIGN** is a privately held corporation based in Portland, Oregon. responDESIGN's mission is to unlock the power of the game console by building Games That Are Good For You®. For more information please go to www.responDESIGN.com. For more information and to purchase the first series of the games please visit: www.yourselffitness.com.

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.

For more information or to view the Electronic Press Kit, please visit www.mcdepk/asiansalad.

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