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**McDonald's® Commitment to Menu Choice, Education and Physical Activity
Continues With New Initiatives**

New Initiatives Include Trayliner Featuring Oprah's Trainer and Best-Selling Author Bob Greene and New Happy Meal® Choices Test

OAK BROOK, IL (December 17, 2003) – McDonald's continues its focus on menu choice, education and physical activity through healthy lifestyles initiatives including a national holiday trayliner featuring Bob Greene and new local market Happy Meal choice testing.

"McDonald's is truly committed to offering information about healthy lifestyles and quality menu choice to customers," said Mike Roberts, president of McDonald's U.S.A. "In 2004, we will implement a variety of programs to continue to educate customers about taste, choice and quality at McDonald's."

Bob Greene Trayliner

The nationwide trayliner features Bob Greene's "Tips for Leading an Active Lifestyle" and a short quiz, which allows customers to determine if their lifestyles are balanced. It will be featured nationwide, reaching more than 20 million customers each day, through the end of 2003, or while supplies last. Greene, Oprah's personal trainer and best-selling author, partnered with McDonald's to help educate customers about healthy menu choices and physical activity.

"My partnership with McDonald's has allowed me to reach even more Americans with important information about leading and committing to active lifestyles," said Bob Greene. "This new McDonald's trayliner provides another effective way to educate the public on eating smart and being active."

This past September, Greene helped launch McDonald's "Go Active™! Happy Meal", a test pilot program that offered customers a Stepometer and a "Step with it" booklet with the purchase of a Premium Salad® and a bottle of water or soft drink.

Happy Meal Options

On a local front, McDonald's is offering its customers in select markets additional choice through new menu options in McDonald's Happy Meals. Today, McDonald's is launching Milk Jugs (White and Chocolate), Apple Juice and Apple Dippers® in Happy Meals in three test markets: Altoona, Pennsylvania, Columbus, Ohio and Tulsa, Oklahoma. Customers in these markets have the option to substitute Apple Dippers for french fries and Apple Juice or Milk for a soft drink at no additional charge. The new products will be tested for a three-month period.

Milk Jugs: McDonald's White Milk is now joined by a new Chocolate Milk offering. Both are in fun, kid-friendly new packaging designed to resemble more of a bottle rather than the traditional milk carton, which McDonald's formerly used. Both contain eight ounces of one percent milk, and are an excellent source of Calcium and Vitamin D and a good source of Vitamin A.

Apple Juice: The Minute Maid Apple Juice comes in a 6.75 ounce convenient drink box and consists of 100% Pure Apple Juice. Minute Maid Apple Juice is an excellent source of Vitamin C and a good source of Calcium.

Apple Dippers: The 2.4 ounce Apple Dippers are sliced apples served in a convenient go-anywhere bag and accompanied with a delicious caramel dip containing only one gram of fat. Apple Dippers provide an easy way for adults and children to consume one serving of the recommended daily intake of fruit.

McDonald's Healthy Lifestyles initiative is an ongoing comprehensive program with three key strategies focused on menu choice, education and physical activity:

Menu choice: McDonald's provides a quality menu that offers a variety of items and serving sizes. Customers can find new items, like Premium Salads and Fruit 'n Yogurt Parfaits, which, in conjunction with many of our customers' favorite traditional items, like the Chicken McGrill® sandwich, allow them to choose meals that meet their individual nutritional needs and preferences.

Education: For more than 30 years, McDonald's has been a leader in providing customers with nutrition and ingredient information to help them make informed decisions. Today, McDonald's does this through in-restaurant McDonald's & You® brochures, online at www.mcdonalds.com, and via a toll-free customer phone number (1-800-244-6227). A service available at the mcdonalds.com website, called "Bag a McMeal", allows customers to mix-and-match menu items and serving sizes to tailor meals that meets specific nutritional needs.

Physical Activity: McDonald's conducts global, national and local programs including: McDonald's sponsorship of the Olympic Games; the McDonald's All American™ High School Basketball and Soccer programs; "Get Moving with Ronald McDonald®", a new educational program for children; "What's on Your Plate® with Willie Munchright™", a nutritional program for kids; and local youth sports programs, among others.

McDonald's is the leading global foodservice retailer with more than 30,000 restaurants serving nearly 47 million people in 100 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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