

McDonald's® Facts

NUTRITION

- o Many leading health professionals agree that McDonald's food can be part of a healthy diet based on the sound nutrition principles of balance, variety and moderation. One key to a healthy diet is to moderate, not eliminate, favorite foods because eliminating foods is rarely successful long term. In fact, the American Dietetic Association says that all foods can fit into a healthy diet and that what's most important is eating a balanced diet over time, rather than focusing on any one food or meal.

- o McDonald's varied menu and range of serving sizes provide items that fit into a balanced diet and that can be combined with other foods to create a range of meal combinations that fall within recommended guidelines for calories, fat and other nutrients.

- o McDonald's has been an industry leader in providing nutrition information for their standard menu items. In fact, they've been doing so for more than 30 years. You can easily find this information on their Web site at www.mcdonalds.com, in restaurants or by calling McDonald's toll-free number at 800-244-6227.

QUALITY

- o Food quality is key at McDonald's. We take pride in the foods we serve our customers and seek out fresh lettuce and tomatoes, quality buns and potatoes, pure ground beef, select poultry and fish and wholesome dairy products. In fact, many of the foods we serve at McDonald's are the same trusted brands our customers purchase at the local grocery store. McDonald's has implemented rigorous food safety standards for almost 50 years. We've established and implemented high food safety standards and processes, many of which far exceed government regulations.

SOCIAL RESPONSIBILITY

- o McDonald's inaugural Social Responsibility Report, issued in April 2002, provides information about pertinent aspects of our business related to the communities we serve, the environment, our people, and our relationships with suppliers.

- o Among the company's efforts, McDonald's supports Ronald McDonald House Charities® (RMHC®) and its more than 230 Ronald McDonald Houses around the world that provide a "home away from home" for families with seriously ill children. Since 1984, RMHC and its global network of local Chapters have provided more than \$380 million for children's programs.
 - The principle of giving back runs deep at McDonald's - instilled in us nearly 50 years ago by our founder, Ray Kroc. It is a part of our culture.
 - **We are committed** to making the world a better place and to providing socially responsible leadership in every community where we do business.
 - **We are committed** to greater transparency, continuous improvement, and open dialogue on the issues.

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DID YOU KNOW?

- o By simply ordering a Quarter Pounder® without cheese sandwich, customers can save 110 calories and 9 grams of fat.
- o “Holding the mayo” on a Big N’ Tasty, Crispy Chicken or Chicken McGrill sandwich trims 100 calories and 11 grams of fat.
- o Skipping the sauce on a Big Mac saves 100 calories and 9 grams of fat.
- o A hamburger Happy Meal® contains about 1/3 of the recommended daily calorie intake for kids and provides protein, fiber and several vitamins and minerals.
- o An entrée-size Premium Caesar Salad with grilled chicken and Newman’s Own® low-fat Balsamic Vinaigrette dressing contains 10 grams of fat and only 250 calories.
- o *McDonald’s Big Mac® sandwich delivers fewer calories and about the same amount of fat as tuna salad on a butter croissant.

*Based on data from esha Research (Salem, Ore.) for 1 cup tuna salad and a large butter croissant.