

**FOR MORE INFORMATION:**

Lori Miller, McDonald's  
(630) 623-3913

Becky Wegener, Golin/Harris  
(312) 729-4437

**McDONALD'S® PARTNERS WITH AMERICA'S BEST-SELLING HEALTH AND FITNESS  
EXPERT, BOB GREENE, ON ITS HEALTHY LIFESTYLES CAMPAIGN**

**OAK BROOK, IL (September 9, 2003)** – McDonald's Corporation has announced an exclusive partnership with Bob Greene, exercise physiologist, Oprah's personal trainer and best-selling author, to educate the public about the importance of living a healthy, active lifestyle. Like McDonald's, Greene believes in the importance of balance between the food consumed and the physical activity being exerted -- the key being moderation and staying active.

"At McDonald's, we have a longstanding commitment to our customers, proven food quality and a strong social responsibility record," said Ken Barun, McDonald's Corporate Vice President who leads McDonald's healthy lifestyles campaign. "We are thrilled to partner with Bob Greene. He not only shares many of our same values and commitments, but he also is a strong leader in the campaign to promote healthy, active lifestyles."

To support this program, Bob Greene will bring his expertise about health and fitness to the development of compelling, educational materials available at McDonald's restaurants such as trayliners and booklets, as well as conduct other high-profile activities, both internally and externally, including speaking engagements and appearances.

"I truly embrace McDonald's healthy lifestyles initiatives and applaud the company's leadership efforts on this important mission," said Bob Greene. "I am excited to work with McDonald's to help clear up the misconceptions on fad diets and overzealous workouts, and educate people on leading healthy, active lives -- realistically and long-term."

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McDonald's healthy lifestyles programs are focused on three key strategies, including menu choice, education and physical activity:

**Menu Choice:** McDonald's provides a quality menu that offers a variety of options and serving sizes. Customers can find new items, like Premium Salads and Fruit 'n Yogurt Parfaits, which, in conjunction with many of their favorite traditional items, like the Big Mac® 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 make informed decisions. Today, McDonald's does this through in-restaurant McDonald's & You® brochures, online at [www.mcdonalds.com](http://www.mcdonalds.com), and via a toll-free customer phone number (1-800-244-6227). A new service available on the Web site, called "Bag a McMeal", allows a customer to mix-and-match menu items and serving sizes to tailor a meal that meets his/her 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®"; "What's on Your Plate® with Willie Munchright™", a nutritional program for kids; and local youth sports programs, among others.

"At McDonald's, we offer customers the wholesome, high-quality foods menu options they require to meet both their taste and nutrition goals," said Mike Donahue, Vice President McDonald's Communications U.S.A. "We are the leader in our industry in sponsoring and supporting programs encouraging and promoting healthier lifestyles."

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Bob Greene is an exercise physiologist and certified personal trainer specializing in fitness, metabolism, and weight loss. He is a frequent guest on *The Oprah Winfrey Show*, is a contributing writer and editor for *O The Oprah Magazine* and writes a weekly article on health and fitness for Oprah.com. Greene is the best-selling author of *Make the Connection*, *Get With the Program!*, and *The Get with the Program! Daily Journal*.

McDonald's is the world's leading foodservice retailer with more than 30,000 local McDonald's restaurants serving 47 million customers each day in more than 100 countries. More than 80 percent of McDonald's restaurants worldwide are owned and operated by independent, local businessmen and women.

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