

RMHC[®] 169 Ronald McDonald Houses, 74 Ronald McDonald Family Rooms (in hospitals) and 34 Ronald McDonald Care Mobiles (supported by our customers, our franchisees, the community and our company) serve children and families in the U.S.

McDONALD'S COMMITMENT TO PEOPLE

- Nearly 43% of U.S. Owner/Operators are minorities and women.
- 84% of our total U.S. workforce are minorities and/or women.
- Nearly 30% of our U.S. Owner/Operators were former Company or Owner/Operator employees.
- As of March 31, 2009, the U.S. McDonald's system, including Owner/Operators, provides employment for more than 766,000 people.



STRENGTH OF McDONALD'S ECONOMIC IMPACT*



**McDONALD'S RETURNS
MORE THAN 47 CENTS OF
EVERY DOLLAR EARNED
TO LOCAL ECONOMIES.**



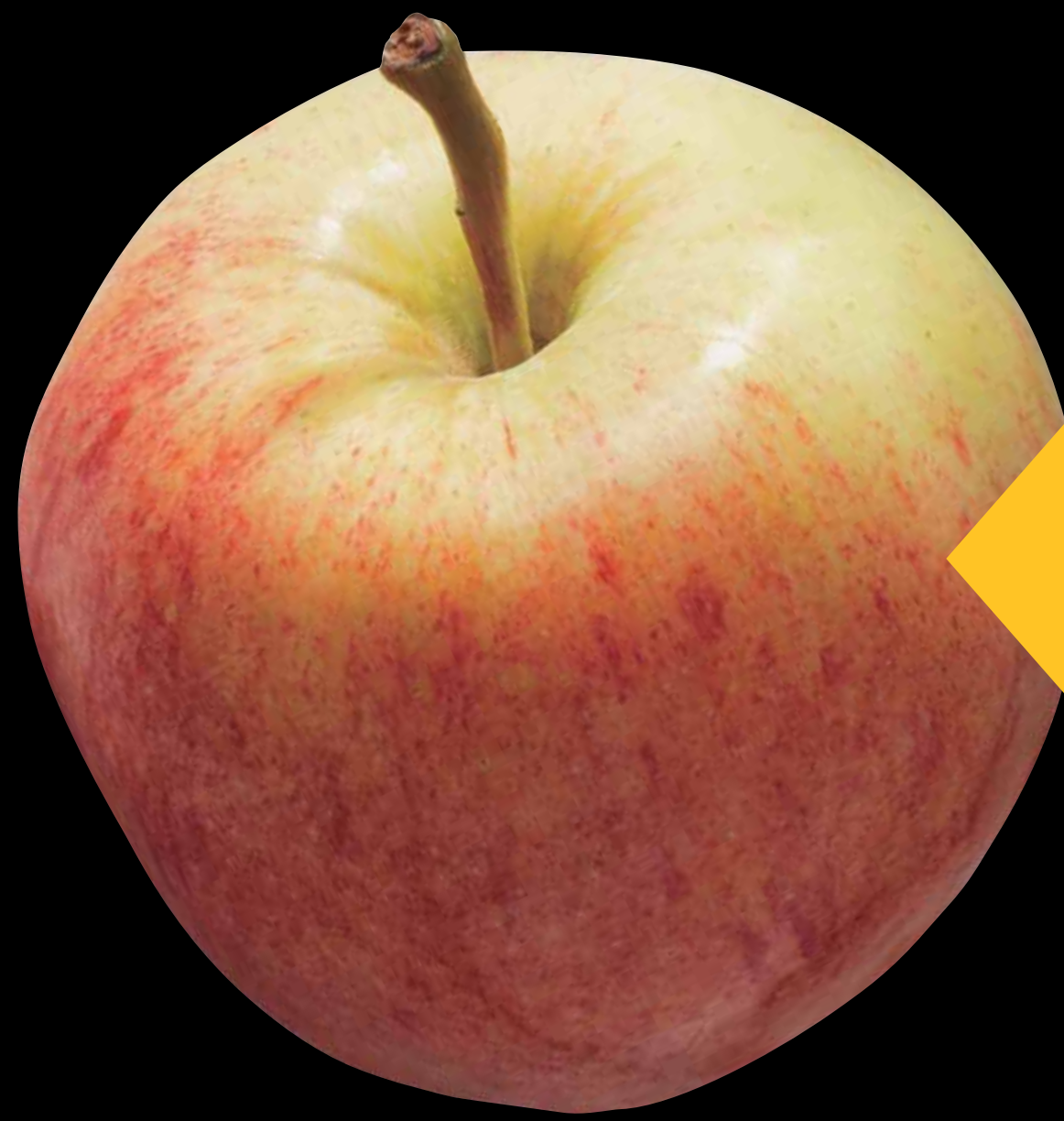
- McDonald's purchase of goods and services creates nearly 2 million jobs and nearly \$45 billion in spending.
- More than \$6 billion in taxes are generated due to McDonald's new job generation and the additional purchases of goods and services from other local businesses.
- McDonald's restaurants spend \$16 billion dollars in the nation's communities – more than \$43 million per day.

More than \$1 billion

**McDONALD'S PAYS MORE THAN \$1.1 BILLION
IN BUSINESS TAXES, LICENSES AND PAYROLL
TAXES (NOT INCLUDING INCOME TAX).**

*The study was performed and reported by Professor Dennis H. Tootelian, Professor of Marketing and Director of the Center for Small Business, California State University at Sacramento, based upon 2009 data.

FOOD QUALITY & SAFETY



MCDONALD'S IS ONE OF THE LARGEST PURCHASERS OF APPLES IN THE U.S.

NO. 1

- McDonald's burgers are made with 100% USDA-inspected beef.
- In 2008, McDonald's announced that all fried menu items in our U.S. restaurants, from our World Famous Fries[®] and hash browns to our chicken choices and Filet-O-Fish[®] sandwich are 0 grams trans fat, per serving.
- High-quality food begins with high-quality ingredients, and McDonald's uses many of the same trusted ingredients and brands used at home.
- For more than two decades, McDonald's has been quietly at the forefront in helping the industry address food safety issues.



**IN 1973,
MCDONALD'S BECAME THE 1ST
QUICK SERVICE RESTAURANT COMPANY
TO PROVIDE NUTRITION INFORMATION
TO CUSTOMERS AND ADDING TO
SELECT PACKAGING IN 2007.**

WE WERE FIRST