

McDONALD'S® INVITES PEOPLE TO TAKE BACK THEIR SNACK TIME WITH BOLD NEW SNACK WRAP

New Chipotle BBQ Snack Wrap™ Gives Snack Time a Spicy Kick

TAKE BACK SNACK TIME CAMPAIGN

- With the national arrival of the new Chipotle BBQ Snack Wrap on July 31, McDonald's is inviting Americans to celebrate their favorite Snack Time moments in a national, grassroots "Take Back Snack Time" movement.
- McDonald's will be launching a new Web site, www.mysnacktime.com, where snacking advocates can learn the new language of snacking and join the "Take Back Snack Time" movement.
- At the site consumers can "speak snack" and also send a customized voice mail or email invitation to their friends, families and co-workers to join them for Snack Time at McDonald's.
- Starting July 31, the Take Back Snack Time viral campaign will run for four weeks.
- This fun viral application was created with the help Oddcast™, the developer of speaking avatar and voice technologies.

CONSUMER ENGAGEMENT

- To aid people in taking back snack time, McDonald's Snack Time Teams will be taking to the streets on July 31 to distribute Arch Cards® for a complimentary Chipotle BBQ Snack Wrap to busy morning and afternoon commuters, until supplies last.
- Timed to coincide with the Take Back Snack Time viral campaign, the Snack Time Teams will also sign up consumers to receive their own invitations to Snack Time.
- The Snack Time Teams will appear for this one-day period at various high-traffic locations in New York, Los Angeles, Chicago, Atlanta, Miami and San Francisco.

ABOUT THE CHIPOTLE BBQ SNACK WRAP

- The new Chipotle BBQ Snack Wrap is made with premium all white chicken breast meat, cheddar jack cheese, crisp lettuce, a sweet BBQ sauce with the smoky heat of Chipotle peppers and wrapped inside a soft flour tortilla.
- The Snack Wrap is also available in two additional flavors: Ranch and Honey Mustard. And all three are available with a choice of either grilled or crispy chicken.

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