



For Immediate Release

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***McDonald's® Debuts 'What's New For Spring'
And Announces One Of The Hottest Tickets For This Summer...***

McDonald's® New Premium Salad Has Customers Talking About Fresh Fruit

NEW YORK (May 4, 2005) – McDonald's, in a fashion inspired press event, announced today the latest addition to our company's salad portfolio as a part of our new spring line. The Fruit & Walnut Premium Salad includes premium fresh fruit: USDA #1 sliced apples and red seedless grapes, with a side of low-fat vanilla yogurt and candied Diamond® walnuts to sprinkle on top. The new Fruit & Walnut Premium Salad is part of McDonald's on-going commitment to encourage food-energy balance.

McDonald's Balanced, Active Lifestyles ambassadors, Destiny's Child, Venus Williams, Bob Greene, Dr. Rovenia Brock and Dayanara Torres were on hand to help McDonald's executives walk the "green" carpet as they debuted our newest addition to the popular and great tasting Premium Salad line. Donna Richardson-Joyner, well known fitness enthusiast, energized the crowd just before the announcement.

"We're very excited about this new addition to our Premium Salad line," said Bill Lamar, Chief Marketing Officer, McDonald's USA. "McDonald's new fun and colorful Fruit & Walnut Salad is a unique and convenient way to eat premium, tasty, fresh fruit any time of day, as a sit down meal or on the go."

The Fruit & Walnut Salad meets the nutrition criteria for healthy foods from Produce for Better Health Foundation (PBH), whose 5 A Day The Color Way program encourages Americans to eat a colorful variety of fruits and vegetables daily. The Salad also helps meet the daily requirements for a variety of beneficial nutrients, such as vitamins C, fiber, calcium, and omega-3 fatty acids.

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“It’s important that leaders in the food industry, like McDonald’s, offer choice and variety to consumers,” said Brenda Fried Humphreys, Director of Foodservice, Produce for Better Health Foundation. “The new Fruit & Walnut Salad at McDonald’s offers a convenient way to include delicious, fresh fruit in your diet while educating people on the importance of proper nutrition and the value of eating more fruits and vegetables.”

The launch of the Fruit & Walnut Premium Salad will be supported by a national innovative advertising campaign, themed “Fruit Buzz™”, as part of McDonald’s “it’s what I eat and what I do™” food/energy balance platform. A “Fruit Buzz” is a change in attitude and an overall happy feeling you get after tasting the new Fruit & Walnut Premium Salad. National advertising for the Fruit & Walnut Premium Salad will begin May 10, 2005.

The Fruit & Walnut Premium Salad is one of several fruit menu choices at McDonald’s. It joins the recently launched Apple Dippers – sliced, peeled apples with a side of low-fat caramel sauce as part of Happy Meal® Choices, and the Fruit n’ Yogurt Parfait – strawberries, blueberries and low-fat vanilla yogurt topped with granola.

McDonald’s Supports Destiny’s Child US Tour: “Destiny Fulfilled...and lovin’ it”

Also announced at the press conference today, tickets will go on sale May 14 for the “Destiny Fulfilled...and lovin’ it” tour; being sponsored by McDonald’s around the World. The tour began this spring with stops in the United Kingdom, France, Germany, Spain, Japan, Australia and Brazil. The trio Beyoncé Knowles, Kelly Rowland and Michelle Williams are now getting ready to tour U.S. and Canada this summer.

Through the tremendous generosity of Destiny’s Child, a portion of proceeds from every concert ticket sold in the USA will be donated to Ronald McDonald House Charities®.

“We love the new Fruit & Walnut salad,” said Beyoncé Knowles, founding member of Destiny’s Child. “We are getting ready for the US leg of our upcoming tour—‘Destiny fulfilled...and lovin’ it’—I know we will be enjoying this salad while on the road.”

Please visit www.mydestinyschild.com for additional ticket and tour information.

About McDonald's

McDonald's is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information on McDonald's visit www.mcdonalds.com.

About Produce for Better Health Foundation

Produce for Better Health Foundation is a nonprofit organization whose mission is to lead the way to achieving increased daily consumption of fruits and vegetables. The foundation is a member and chair of the National 5 A Day Partnership, consisting of government agencies, nonprofit organizations, and industry working in collaboration to increase consumption of fruits and vegetables for improved public health. The Partnership oversees the national 5 A Day for Better Health Program, the nation's largest public-private nutrition education initiative. To learn more, visit www.5aday.org.

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