



FOR IMMEDIATE RELEASE

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**JUST IN TIME FOR THE HOLIDAY SEASON,  
McDONALD'S® INTRODUCES GIFT CARDS IN BAKERSFIELD MARKET**

*McDonald's Uses Bakersfield as a Test Market for National Launch*

*Bakersfield, Ca. (Nov 22, 2004)* – McDonald's® has made gift-giving a little easier this year with the introduction of Gift Cards in **Kern County** area restaurants. Local McDonald's restaurants are among the first to offer McDonald's Gift Cards as part of the company's nationwide Gift Card launch. Available in \$5, \$10, \$25 and \$50 denominations, McDonald's Gift Cards offer an exciting new way for consumers to share the McDonald's experience with friends and family and a convenient new way to shop for the holidays.

Beginning November 22, 2004, the new McDonald's Gift Cards will be available inside restaurants or via the drive thru to make this season's gift giving a snap. Whether buying a last minute present or searching for the perfect something for the person that has everything, McDonald's Gift Cards are the perfect gift. Housed in a holder that can be easily personalized, the Gift Cards are available in four unique designs for consumers to choose from featuring McDonald's menu choices and Ronald McDonald®.

"McDonald's is proud to offer our consumers the chance to share our exciting menu of traditional favorites and new choices with friends and family," said **Jim Ramsey, President, McDonald's Golden Empire Operators' Association**. "Everybody loves McDonald's and we are thrilled to be one of three markets in the country to be used to offer our guests Gift Cards just in time for the gift-giving season."

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## McDonald's Gift Card Launch

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Gift Cards can be purchased through the drive thru or inside participating McDonald's restaurants. Consumers can choose to purchase via cash or cashless payment option including: Visa, MasterCard, American Express, Discover and STAR and Interlink PIN-Debit cards. McDonald's acceptance of leading credit and debit card payment options supports our on going commitment to provide a relevant, convenient experience that offers choice to our customers.

McDonald's Gift Cards can redeem for any menu item and the balance will be printed on the receipt for easy reference. And unlike other gift card programs, the McDonald's Gift Cards do not expire and do not charge a processing fee.

McDonald's is the world's leading food service retailer with more than 30,000 McDonald's restaurants serving 46 million customers each day in more than 100 countries. In Bakersfield, there are 30 McDonald's restaurants owned and operated by independent, local businessmen and women.

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