

**McDONALD'S® NEW GIFT CARDS**  
**FACT SHEET**

- McDonald's Gift Cards are being introduced through local advertised sales tests beginning November 22, 2004 in Bakersfield, Calif., Kansas City, Mo., and western Washington.
- McDonald's Gift Cards provide our customers with a new way to share the McDonald's experience with friends and family. The McDonald's Gift Cards will be available in denominations of \$5, \$10, \$25 and \$50 in most markets.
- Each specially designed McDonald's Gift Card comes with a holder that can be personalized – perfect for immediate gifting.
- Perfect for the holidays or any occasion, McDonald Gift Cards come in four unique designs featuring McDonald's menu choices and Ronald McDonald®.
- McDonald's Gift Cards make holiday and special occasion gift shopping convenient. Whether an addition to a current gift or a gift by itself, everyone loves McDonald's.
- McDonald's Gift Cards are available for purchase and can be redeemed at participating McDonald's restaurants only.
- Upon redeeming a McDonald's Gift Card, the dollar balance will be printed on the receipt for quick reference and can be used for future purchases.
- McDonald's gift cards can be purchased inside McDonald's participating McDonald's restaurants or at the drive-thru using cash or cashless payment options including: Visa, MasterCard, American Express, Discover and STAR and Interlink PIN-Debit cards.
- Under Mike Roberts' leadership, McDonald's USA continues to innovate product and service offerings to enhance our consumers' experience. The launch of McDonald's Gift Cards and Cashless Payment Options at participating restaurants provide McDonald's consumers with new conveniences and exciting new choices.

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