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JUST IN TIME FOR THE HOLIDAY SEASON, McDONALD'S® INTRODUCES GIFT CARDS THROUGHOUT WESTERN WASHINGTON

Western Washington One of Three Markets Nationally to Launch This New Way to Share the McDonald's Experience

SEATTLE, WASH. – November 22, 2004 – McDonald's® has made gift-giving a little easier this year with the introduction of Gift Cards in western Washington 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 not to mention 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 who has everything, McDonald's Gift Cards are the ideal gift. Housed in a holder that can be easily personalized, the Gift Cards are available in four unique designs that feature 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 owner/operator David Santillanes.

"Everybody loves McDonald's and we are thrilled to offer our guests Gift Cards just in time for the gift-giving season."

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McDonald's Gift Cards can be redeemed for any menu item with the balance printed on the receipt for easy reference. They can be purchased through the drive thru or inside participating McDonald's restaurants via cash or cashless payment option including: Visa, MasterCard, American Express and Discover as well as STAR and Interlink PIN-Debit cards.

McDonald's is the leading global foodservice retailer with more than 30,000 restaurants serving nearly 46 million people in 100 countries each day. Approximately 80 percent of McDonald's restaurants worldwide are owned and operated by independent, local businessmen and women.

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