

McDONALD'S® COMMITMENT TO BALANCED, ACTIVE LIFESTYLES

Global Timeline of Initiatives

McDonald's is committed to being part of the solution for customers to meet their changing well-being and balanced, active lifestyle needs, nutritional goals and taste preferences. We are focused on three core areas: offering menu choice and quality food, providing consumer education and information, and supporting physical activity. We have led the industry for 30 years through a number of initiatives, including:

1973	Provided nutrition and ingredient information on standard menu items; became first company in the restaurant industry to make complete nutrition information available to customers
1976	Created food exchange list for diabetic and weight control diets
1986	Introduced salads and switched from whole to 2 percent milk
1990	First Quick Service Restaurant (QSR) to provide complete nutrition and ingredient information for customers in all U.S. restaurants and "McDonald's Food: the Facts", which included complete nutrition and ingredient information for all standard menu items
1991	Switched from 2 percent to 1 percent low-fat milk
1992	Launched "What's on Your Plate [®] " nutrition education campaign for children, featuring host Willie Munchright™
1994	Developed consumer trayliners with detailed "Nutrition Facts"
1996	Launched a Food and Nutrition section on www.mcdonalds.com
2002	Introduced Fruit 'n Yogurt Parfait and enhanced the Food and Nutrition section of www.mcdonalds.com to include Bag-A-McMeal™ and Customize Your Order™ sections
2003	Added 100% pure apple juice to the menu; established the Global Advisory Council on Balanced Lifestyles; developed an in-store educational campaign that addresses nutrition and menu choice with "McDonald's & You" nutrition brochures in all restaurants. As part of McDonald's sponsorship of the Olympic Games, we became a global sponsor of Olympic Day Run, which takes place every June around the world.
2004	<p>Debuted Premium Salads on five continents – Asia, Australia, Europe, North America and South America; Go Active! Adult Happy Meal™, including a Premium Salad, bottled water, Stepometer™ and walking tips booklet launched in U.S. and sixteen countries across Europe; new menu options including chicken products, yogurt, milk, fruit and vegetables made available in countries around the world</p> <p>Launched GoActive.com, a global Web site produced in partnership with the International Olympic Committee, to promote balanced, active lifestyles. Site features information, tips and virtual trainer to help customers be more active.</p> <p>Sponsored grassroots sports activities, walk-a-thons, Ronald McDonald GoActive! School Shows and fitness promotions in countries across the globe.</p> <p>Distributed more than 30,000 Stepometers™ to athletes, trainers and spectators at the 2004 Olympic Games in Athens to educate consumers about the benefits of walking; around the world, more than 30 million Stepometers™ were given to consumers.</p> <p>Listed nutrition information on trayliners in restaurants worldwide.</p>
2005	<p>Announced commitment to Balanced, Active Lifestyles with support from the International Olympic Committee; featuring a worldwide family of Olympic Athletes – including Olympic Hopefuls and Olympic moms – as ambassadors of the Balanced, Active Lifestyles message</p> <p>McDonald's team of athletes, hopefuls and moms present the Finding Your Balance Quiz to provide a global "pulse check" of customers' level of knowledge about energy balance</p> <p>The Finding Your Balance Quiz, developed with health professionals and physical activity experts, features basic questions about nutrition and physical activity and will also appear on GoActive.com</p>