

McDONALD'S® COMMITMENT TO BALANCED, ACTIVE LIFESTYLES

Global Program Fact Sheet

OVERVIEW

As a global leader, McDonald's has a long-standing commitment to be responsive to our customers' needs. And, we are committed to being part of the solution by helping our customers understand the importance of energy balance – balancing food consumption and physical activity – to achieve more balanced, active lifestyles. “*it's what i eat and what i do*” further extends McDonald's commitment to inspiring and motivating people to live balanced, active lives and captures the message that people should pay attention to Energy IN – the foods they eat – and Energy OUT – their level of activity or exercise – in order to find their balance.

We will enlist the help of the worldwide family of Olympic athletes – including Olympians past and present, Olympic hopefuls in training and Olympic moms – to be ambassadors for the Balanced, Active Lifestyles message. Rolling out worldwide in the coming weeks and months, McDonald's team of athletes, hopefuls and moms will present a “Finding Your Balance” quiz to provide a global “pulse check” of our customers' level of knowledge about energy balance. The quiz, developed in conjunction with health professionals and physical activity experts, features basic questions about nutrition and physical activity and will also appear on our refreshed website, www.GoActive.com.

Balanced, Active Lifestyles efforts underway around the world include:

ASIA PACIFIC

- **China** and **Hong Kong's** new *Fresh Choices Menu*™ includes Grilled Chicken Salad, Potato and Green Salad as well as Green Salad with three dressing choices
- Happy Meal® options in **China** now include a cheese and egg sandwich on a steamed bun
- Both **Japan** and **Taiwan** introduced new sandwiches – **Japan** features a pork Teriyaki Burger and **Taiwan** offers a Toasted Rice Burger
- Happy Meal beverage choices in **Japan** include two 100% fruit juices and a fruit-vegetable juice blend, as well as milk and oolong tea
- **Japan**, a country with one of the highest penetrations of web-enabled cell phones, developed special web sites to allow cell phone users to access nutrition and allergen information about menu items
- Combining charity with physical fitness, **Japan** sponsored a Charity Walk-a-thon to raise funds for Ronald McDonald House Charities® and promote walking as a simple way to get active
- **Australia's** new menu features some of the country's top brands to encourage customers to eat breakfast, including Kellogg's® cereals, Berri® juices and Ski® yogurts
- Happy Meal options are available in **Australia** for breakfast and afternoon meals, including toasted cheese and tomato sandwiches, sultanas (raisins) and orange juice; all options contain fewer than 6 grams of fat per serving
- The Salads Plus™ menu was extended to include a new lean beef burger and real fruit smoothie; development of additional new breakfast items is underway
- Deli Choices™, a sandwich menu introducing a new taste and freshness to the South Australian market, introduced more than 14 new ingredients with three out of the seven products containing less than 10 grams of fat
- In partnership with the Food Group Australia – a team of accredited practicing dietitians that advise the food industry – provide recommendations on childhood nutrition, new menu developments (i.e., Happy Meals), and communications with health professionals
- **New Zealand** recently launched: “What's On Your Plate™ with Willie Munchright™” – McDonald's worldwide nutrition and fitness education program for children

- more -

EUROPE

- Countries across **Europe** have launched new Salads Plus menus that include a choice of two or more meal-size salads, a side salad, a fresh fruit bag, and other sandwich options
- Nearly 10 million people were served fresh grapes and apples since the **United Kingdom** introduced fruit bags – almost one serving of fruit for every person in New York City
- **Sweden** will introduce new McChoice menu boards making it easier for customers to choose among products; they also host the “Happy Mil” race for children across Sweden on an annual basis
- New Happy Meal options include yogurt smoothies and flavored water in **France**, fruit cups in **Italy**, packaged fruit slices and organic milk in the **United Kingdom**
- Carrot slices are featured side order options in **Denmark** and **Sweden**
- The **United Kingdom** created a series of educational advertisements in conjunction with the BBC, featuring animated characters called the “YumChums” using song and dance to teach children about a balanced diet and physical activity
- McDonald’s **Europe** has established a Nutrition Steering Group of experts to provide guidance on menu development and customer information materials
- **Germany** is a founding member of a cross-sector platform to provide education on nutrition and exercise initiated by the Ministry of Consumer Protection, Nutrition and Agriculture
- McDonald’s **Europe** sponsored championship football events such as FIFA World Cup™ and UEFA European Championship to help bring the inspiration of world-class sport to the global stage
- As part of a broader training program, the **United Kingdom** distributed 250,000 pedometers to its crew members in early 2005

LATIN AMERICA

- **Brazil’s** Happy Meals were awarded the seal of the São Paulo State Pediatric Society for their nutritional content
- **Venezuela** recently introduced fruit juices as a substitute for soft drinks in Happy Meals
- **Chile** has a Mediterranean hamburger and calzone caprese with fresh tomatoes and basil
- As part of a relationship with the Health Ministry Department, **Brazil** offers manuals with information on its products and nutrition tips
- **Brazil** collaborates with a local newspaper in sponsoring one of the largest student athletics competitions in the country, known as the Inter McDonald’s
- **Caribbean Region** offers Tuna, Garden Cheese, Grilled Chicken and Garden Corn salads
- **Puerto Rico** added Oatmeal to their menu as a new choice for customers
- **Panama** introduced a new Ronald McDonald® School Show teaching children about fitness and well-being; they also host sports clinics for children

CANADA

- **Canada** introduced breakfast and lunch/dinner “Protein Platters,” each with fewer than six grams of carbohydrates
 - As part of the program, in-store displays with tips and suggestions for customers outlined ways to modify their McDonald’s meal to reduce levels of fat, calories and carbohydrates
- More than 5.5 million entrée salads and 1.5 million side salads have been sold
- Toasted Deli Sandwiches, with five of the sandwiches available on a whole wheat roll, and the sixth on a rye roll, were recently introduced
- Nutrition information for menu items appears on posters at the front counter
- In conjunction with the Canadian Olympic Committee, promote physical activity among students through the *Go Active!™ Olympics Fitness Challenge*
 - Participating schools are provided with a set of exercises, training materials, and tools to monitor students’ fitness levels during periodic tests throughout the year
 - Classes completing the program receive cash-equivalent credits to use for physical education equipment

UNITED STATES

- The **United States** is expected to serve 55 million pounds of apples this year, making them the leading purchaser of apples in the restaurant and food service industry
- Since the introduction of Premium Salads, the U.S. has served over 300 million salads, providing customers with more than 600 million servings of vegetables
- One percent low-fat white and chocolate milk have been introduced in all 50 States
- Happy Meal choices include 100% low-fat regular and chocolate Milk Jugs, 100% pure apple juice, and Apple Dippers (sliced apples served with an optional low-fat caramel dip)
- Complete nutrition information and tools like wallet cards that feature nutrition values and food exchanges are available to customers on McDonald’s food and nutrition website
- Bob Greene, physiologist and personal trainer, is working with McDonald’s once again to encourage physical fitness by leading his Go Active! American Challenge

###