



OCEAN SMITH
McDonald's® New Global Casting "Star"

Originally from Philadelphia, Ocean Smith moved to Chicago with his mom when he was 3 years old. Not one to waste any time, Ocean began performing when he was just 4 years old, and flashing that winning smile.

After pleading with his mom for a red trumpet for three years and finally getting one, Ocean discovered that playing the trumpet was his true passion. He also plays piano and acts.

Ocean was selected as one of the 24 McDonald's new packaging "Stars" from the company's first-ever online Global Casting Call for his passion for playing his trumpet. Thousands of consumers, including Smith submitted personal stories of what they love in 100 words or less along with a digital photo capturing the essence of their stories online at www.mcdglobalcasting.com. The final 24 new packaging "Stars" (ranging in ages from five to 50+ years) were chosen based on their entries capturing the "i'm lovin' it" spirit, celebrating real people, real passions and real stories.

McDonald's new packaging featuring Ocean doing his favorite thing – playing his red trumpet – as well as 23 other consumers will be seen around the world by 52 million people per day starting in March 2007 in North America.

At the suggestion of his grandmother after she saw the promotion online, Ocean applied for McDonald's Global Casting Call. Ocean and his family alike are ecstatic about him being selected for this wonderful opportunity.

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