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**McDONALD'S® TAKES GUESTS ON A FANTASY ADVENTURE BRINGING TO LIFE THE ENCHANTING WORLD OF "THE SPIDERWICK CHRONICLES" MOVIE WITH NEW HAPPY MEAL® TOY COLLECTION**

*See the Unseen in the Fantastical World of "The Spiderwick Chronicles"*

**Chicago, IL (February 15, 2008)** – Beginning today and through March 13, McDonald's young guests can explore the whimsical world of "The Spiderwick Chronicles" movie in their Happy Meal. Inspired by Paramount Pictures and Nickelodeon Movies' "The Spiderwick Chronicles" released February 14, customers will receive one of eight character figurines and a special Seeing Stone from "The Spiderwick Chronicles" Happy Meal collection, available at participating McDonald's restaurants, while supplies last.

Both adventurous and entertaining, McDonald's new Happy Meal collection offers kids a look into the adventures of the characters from "The Spiderwick Chronicles" movie, who encounter fantasy creatures from an invisible world that can only be seen through a special Seeing Stone. The Happy Meal collection features character toys that light up along with the Seeing Stone monocle, similar to the one featured in the film. The Seeing Stone contains a surprise holographic image, revealed when looking through it into the light in the toy. This is the first time that this technology has been introduced in a Happy Meal Toy.

"McDonald's Happy Meals continue to deliver engaging and innovative toys like 'The Spiderwick Chronicles' collection, keeping our young customers entertained all year long," said Rebecca Anderson, Manager of Family Marketing for McDonald's USA. "We are excited to bring delight and surprises to our guests by partnering with hit movies such as 'The Spiderwick Chronicles' that encourage new adventures and inspire imagination in kids of all ages."

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Various Happy Meal toy characters from "The Spiderwick Chronicles" movie are voiced by notable actors, including Thimbletack (voiced by Martin Short) and Mulgarath (voiced by Nick Nolte). Additional characters from the movie that have toys included in the new Happy Meal collection include Hogsqueal, Humming Sprite, Goblin, Water Sprite, Boggart and Yellow Flower Sprite.

McDonald's guests also have the opportunity to enjoy additional food choices with their Happy Meals including Apple Dippers (fresh, peeled apple slices) served with low-fat caramel dipping sauce, and beverage choices including low-fat white Milk Jugs, served in easy to handle containers.

### **About McDonald's:**

McDonald's USA, LLC is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information about McDonald's visit [www.mcdonalds.com](http://www.mcdonalds.com).

### **About Paramount Pictures Corporation**

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films, Nickelodeon Movies and DreamWorks Studios. PPC operations also include Paramount Digital Entertainment, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing, Inc., Paramount Studio Group, and Worldwide Television Distribution.

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