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**MUSIC LOVERS UNITE! PICK YOUR FAVORITE FROM McDONALD'S® LINE-UP OF
"AMERICAN IDOL" HAPPY MEAL® TOYS!**

McDonald's Happy Meal American Idol "You're Going to Hollywood" Sweepstakes Gives Customers a Chance to Win a Trip to the "American Idol" Finale Again in 2008 As Part of Newest Promotion

Chicago, Ill. (April 11, 2008) – McDonald's invites American families to pick which new "American Idol" Happy Meal toy will become America's favorite Happy Meal superstar. Inspired by one of the nation's most popular television shows, the new "American Idol" Happy Meal provides young guests with one of eight musical toys, each representing a favorite music genre, available with the purchase of a Happy Meal at participating McDonald's restaurants, while supplies last.

From today through May 8, McDonald's customers can visit www.happymeal.com to choose their favorite new "American Idol"-inspired Happy Meal toy. Both fun and hip, the McDonald's new Happy Meal toy collection showcases various music personalities. Each toy plays a tune within the genre of the music their character represents: groove to disco songs with Disco Dave, line dance with Country Clay, rock out with Rockin' Riley or vibe to the beat with Lil' Hip Hop. Make a melody with Hippie Harmony, sing along with New Wave Nigel, jam with Soulful Selma or kick it with Punky Pete! America's favorite "American Idol" Happy Meal toy will be announced during the week of May 5 at www.happymeal.com.

"McDonald's and 'American Idol' are celebrating all kinds of music styles that each member of the family – kids of all ages – can connect with through the fun of these 'American Idol'-inspired Happy Meal toys," said Rebecca Anderson, Manager of Family Marketing for McDonald's USA. "We strive to bring exciting and enjoyable experiences as well as quality food choices to families. The new 'American Idol' Happy Meal collection is the perfect fit for our customers."

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David Luner, Senior Vice President Interactive & Consumer Products for FremantleMedia Enterprises in North America, owner of the "American Idol" brand added, "This is a marriage of two American icons. Much like the show, the 'American Idol' Happy Meal promotion puts the power of choice into the hands of the people and we're excited to see which character is selected."

McDonald's is also again offering a chance to experience "American Idol" firsthand at www.happymeal.com with the McDonald's Happy Meal American Idol "You're Going to Hollywood" Sweepstakes. Guests will have a chance to win one of two prizes that each include a, three-day and two-night trip for four to Los Angeles, California to attend either the May 20th performance show or the May 21st taping of the season finale results show of "American Idol" Season 7, Sponsor's choice. No purchase necessary. Many will enter. Two will win. Internet access and valid email address required. To enter the sweepstakes and obtain complete details and official rules, visit www.happymeal.com.

The "American Idol" Happy Meal toys are recommended for children over the age of three. McDonald's restaurants also offer Happy Meal toys suitable for children under age three to customers upon request.

McDonald's guests have the opportunity to enjoy 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.

About American Idol:

American Idol is created and executive-produced by Simon Fuller, founder of 19 Entertainment; and executive-produced by Cecile Frot-Coutaz, CEO, FremantleMedia North America, Inc.; Nigel Lythgoe, President, 19 Television; and Ken Warwick, Executive Producer, FremantleMedia North America, Inc.

About FremantleMedia Enterprises & FremantleMedia

FremantleMedia Enterprises is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment. It is a division of FremantleMedia, one of the largest international creators and producers of entertainment brands in the world with leading prime time drama, serial drama, entertainment and factual entertainment programming in over 40 countries worldwide. FremantleMedia is a subsidiary of RTL Group, Europe's largest television and radio broadcast company, which is 90% owned by Bertelsmann AG, an integrated media and entertainment company that commands leading positions in the world's media markets. For further information, visit <http://www.fremantlemedia.com>.

About Fremantlemedia North America

FremantleMedia North America (FMNA) is the U.S. production division of global media giant FremantleMedia. Based in Burbank, California, FMNA produces entertaining and innovative television programs for network, cable and syndicated platforms, including the Emmy-nominated musical/reality phenomenon "American Idol" (FOX), "American Idol Rewind" (syndicated), "American Idol Extra" (Fox Reality Channel), "America's Got Talent" (NBC), "Farmer Wants A Wife" (The CW), "Can You Duet" (CMT), "The Janice Dickinson Modeling Agency" (Oxygen), "Property Ladder" (TLC), "Family Feud" (syndicated), "Temptation" (syndicated), "Million Dollar Password" (CBS), and the longest-running game show in television history, "The Price Is Right" (CBS).

ABOUT 19 ENTERTAINMENT

The 19 Group of Companies was founded by Simon Fuller in 1985 and has achieved over 40 No. 1 singles and 15 No. 1 albums. Fuller also has an impressive tally of over 60 Top-40 albums and 170 Top-40 singles in the UK alone. Fuller created and managed the Spice Girls, who became a global phenomenon under his guidance, selling over 38 million albums. In 1998, Fuller's 19 launched S Club 7, which has sold 10 million CDs worldwide, while its three television series to date have consistently topped children's viewing figures, reaching 104 countries. In 2001, Simon Fuller's 19TV created and produced the television phenomenon "Pop Idol" and in 2002, AMERICAN IDOL. "Pop Idol" launched the singing careers of Will Young and Gareth Gates in the UK, while AMERICAN IDOL did the same for Carrie Underwood, Fantasia Barrino, Kelly Clarkson, Taylor Hicks, Jordin Sparks and Ruben Studdard in the United States.

FHE is the home entertainment arm of FremantleMedia and includes the company's archive sales and clips division. Fremantle Media is one of the largest international creators and producers of programme brands in the world, with leading prime time entertainment, drama, serial drama and factual entertainment programming produced in over 25 territories.

International drama programmes include Germany's top rated serial drama, *Gute Zeiten, Schlechte Zeiten (Good Times Bad Times)*, the UK's most successful police drama, *The Bill*, and Australia's top serial drama, *Neighbours*. The company's entertainment and factual entertainment hits range from the award winning international format, *Idols*, broadcast as the prime time show, *American Idol*, on FOX in the US, to the grime-busting format, *How Clean is Your House?* and factual entertainment series starring celebrity chef, Jamie Oliver, *Jamie's Kitchen*, as well as long-running game shows like *The Price Is Right*. FremantleMedia is the production business of the RTL Group, Europe's largest television and radio broadcast company.

www.fremantlemedia.com

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