



**EMBARGOED UNTIL MAY 9, 2008**

Contact: Kelli Anderson  
GolinHarris  
312.729.4432  
kanderson1@golinharris.com

Nicole Neal  
McDonald's USA, LLC  
630.623.2901  
nicole.neal@us.mcd.com

McDonald's Electronic Press Kit  
[www.mcdepk.com/happymeal](http://www.mcdepk.com/happymeal)

**"SPEED RACER" ZIPS INTO McDONALD'S® FOR THE NEWEST HAPPY MEAL® TOY COLLECTION**

*Experience the Racing Adventures of "Speed Racer" with Sixteen New Happy Meal Toys*

**Chicago, Ill. (May 9, 2008)** – Beginning today and through June 5, young guests at McDonald's can bring home the excitement of the new, live-action "Speed Racer" movie with their Happy Meals. Inspired by Warner Bros. Pictures' and Village Roadshow Pictures' "Speed Racer," opening nationwide in theaters and IMAX on May 9, the new Happy Meal collection will be available at participating McDonald's restaurants nationwide, while supplies last.

Offering a peek into the exciting world of "Speed Racer," McDonald's new Happy Meal collection offers kids a chance to create their own high-octane adventures. This collection boasts eight different toy action vehicles modeled after racecars in the film and eight different Speed Racer-themed accessories. Each action vehicle is capable of performing a unique stunt and the different models include Speed Racer's Mach 5 and Rex Racer's Mach 4, as well as cars driven by Speed's rivals Taejo Togokhan, the Grey Ghost and others. The fashionable Speed Racer-themed accessories are trendy, lifestyle items such as purses and jewelry, including a blinged-out racecar and Chim Chim charm. Each customer will receive one of eight high-action vehicles or one of eight fashionable accessories in their Happy Meal.

"Speed Racer' is a cultural phenomenon that parents recognize and know that their kids will enjoy as well," said Rebecca Anderson, Marketing Manager for McDonald's USA. "We are excited to bring together two timeless icons, McDonald's Happy Meal and Speed Racer, for adventurous fun for kids of all ages."

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The “Speed Racer” Happy Meal toys are recommended for children ages three and over. McDonald's restaurants also offer Happy Meal toys suitable for children under age three to customers upon request.

McDonald's guests also 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](http://www.mcdonalds.com).

### **About “Speed Racer”**

From the Wachowski brothers and producer Joel Silver, creators of the groundbreaking “The Matrix” trilogy, comes the live-action family adventure “Speed Racer” which follows the adventures of the young racecar driver Speed (Emile Hirsch) in his quest for glory in his thunderous Mach 5. The Wachowski brothers directed “Speed Racer” from their own screenplay. Joel Silver, Grant Hill, Andy Wachowski and Larry Wachowski are the producers, with David Lane Seltzer, Michael Lambert and Bruce Berman serving as executive producers. The film stars Emile Hirsch, Christina Ricci, John Goodman, Susan Sarandon, Matthew Fox, Benno Fürmann, Hiroyuki Sanada, Asian pop superstar Rain, and Richard Roundtree. Based on the classic series created by anime pioneer Tatsuo Yoshida, the live-action “Speed Racer” will showcase the kind of revolutionary visual effects and cutting-edge storytelling that have become the benchmarks of the Wachowski brothers’ films. “Speed Racer” is a Warner Bros. Pictures presentation, in association with Village Roadshow Pictures, of a Silver Pictures Production, in association with Anarchos Productions. This film is rated PG. [www.speedracermovie.com](http://www.speedracermovie.com)

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