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**JOIN THE "KUNG FU PANDA" PARTY AT McDONALD'S®**

*McDonald's Launches DreamWorks' "Kung Fu Panda™" Global Happy Meal® Promotion to Inspire Kids Around the World*

**OAK BROOK, IL (June 4, 2008)** – Celebrating the debut of McDonald's "Kung Fu Panda" Happy Meal promotion, McDonald's, DreamWorks Animation SKG, Inc. (NYSE: DWA) and Conservation International are creating Panda-mania worldwide by inviting kids and families to a one-of-a-kind "Kung Fu Panda" party.

Beginning June 6 through July 3 at McDonald's restaurants in North America, and then rolling out across the globe, McDonald's "Kung Fu Panda" Happy Meal program features exclusive characters from DreamWorks Animation's upcoming "Kung Fu Panda" film. McDonald's young guests will receive one of eight "Kung Fu Panda" toys with the purchase of a Happy Meal at participating McDonald's restaurants, while supplies last. The eight action characters include Po the Panda, Master Shifu, snow leopard Tai Lung and the Furious Five, Tigress, Crane, Mantis, Viper and Monkey, all of which bring the movie's Kung Fu awesomeness and bodacious humor to life for kids and collectors.

**Fun Continues Online**

McDonald's continues the fun online at [www.happymeal.com](http://www.happymeal.com) to encourage kids to get active and learn more about pandas and their environment. Fun panda animal facts are provided through the company's long-time alliance with Conservation International (CI). The online "Kung Fu Panda" party also offers kids the chance to become the ultimate Kung Fu master with online games, energetic offline activities and Kung Fu dance demonstrations.

"The McDonald's 'Kung Fu Panda' Happy Meal event is all about having fun," said Kathy Pyle, senior director of marketing, McDonald's USA. "We are excited to give kids the opportunity to recreate the adventures of Po and the Furious Five not only with this unique collection of Happy Meal toys, but by providing kids with an awesome online experience that is both entertaining and energizing."

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Just as Po the Panda goes on his own quest for empowerment in the film, McDonald's guests can experience their own Kung Fu action-packed epic adventure at [www.happymeal.com](http://www.happymeal.com). McDonald's online "Kung Fu Panda" party invites kids to kick up an adventure with Po the Panda and the Furious Five; try out the new hip-hop panda dance; send their friends a custom Pandagram; take the Kung Fu Challenge; and get their names on the Wall of Awesomeness. The Kung Fu Panda-themed Happy Meal box, Apple Dippers and low fat Milk Jugs, as well as restaurant trayliners each feature digital codes that unlock new moves in the You Kung Fu online activity that allows kids to upload their own photo and practice Kung Fu with Po the Panda.

### **Environmental Message on Pandas with Conservation International**

In addition, kids can learn about pandas and how McDonald's and Conservation International have joined together to protect panda habitats. The site offers a place to see pandas in the wild via a special "panda-cam" where kids can view real pandas in their actual habitat.

"Not only is the panda China's national symbol, but it's one of our planet's most beloved animals, yet few realize that less than 1,600 are left in the wild," said Peter Seligmann, chief executive officer and chairman, CI. "That's why we're pleased to align with a leadership company like McDonald's who is not only supporting our work to protect pandas, but helping us deliver this important message in a unique way to inspire and empower the next generation of conservation leaders to take action to protect our environment."

McDonald's is helping to make a difference by supporting CI projects in China that are working to protect panda habitats.

The "Kung Fu Panda" online party will be available in English on June 6 and will roll out around the world in 12 languages as the film is released throughout the year.

### **Characters Showcase Food Choices**

McDonald's North American customers can also enjoy additional "Kung Fu Panda" food choices with their Happy Meals, including themed Apple Dippers (fresh, peeled apple slices) served with low-fat caramel dipping sauce, and low-fat white Milk Jugs and chocolate Milk Jugs served in child-friendly containers featuring the "Kung Fu Panda" characters. This global program continues McDonald's commitment to positive use of licensed characters.

### **TV Commercial Brings Fun Kung Fu To Life**

The McDonald's Happy Meal "Kung Fu Panda" commercial, produced by Leo Burnett, features two child Kung Fu experts vying for the last Chicken McNugget left from a Happy Meal. The children worked with Master Yuen, a Kung Fu expert who trained under the same trainer as legendary actor and Kung Fu Master Jackie Chan, to create the commercial. Master Yuen is a well-known director and actor that has been studying Kung Fu for the past 40 years and credits his sport for teaching discipline and keeping one focused on life. The commercial is available in 23 languages. To view the commercial, visit [www.mcdepk.com/happymeal](http://www.mcdepk.com/happymeal).

**About Kung Fu Panda:**

Enthusiastic, big and a little clumsy, Po (Jack Black) is the biggest fan of kung fu around...which doesn't exactly come in handy while working every day in his family's noodle shop. Unexpectedly chosen to fulfill an ancient prophecy, Po's dreams become reality when he joins the world of kung fu and studies alongside his idols, the legendary Furious Five—Tigress (Angelina Jolie), Crane (David Cross), Mantis (Seth Rogen), Viper (Lucy Liu) and Monkey (Jackie Chan)—under the leadership of their guru, Master Shifu (Dustin Hoffman). But before they know it, the vengeful and treacherous snow leopard Tai Lung (Ian McShane) is headed their way, and it's up to Po to defend everyone from the oncoming threat. Can he turn his dreams of becoming a kung fu master into reality? Po puts his heart into the task, and the unlikely hero ultimately finds that his greatest weaknesses turn out to be his greatest strengths.

**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 DreamWorks Animation SKG, Inc.**

DreamWorks Animation is principally devoted to developing and producing computer generated, or CG, animated feature films. With world-class creative talent, a strong and experienced management team and advanced CG filmmaking technology and techniques, DreamWorks Animation makes high quality CG animated films meant for a broad movie-going audience. The Company has theatrically released a total of fifteen animated feature films, including *Shrek*, *Shrek 2*, *Shark Tale*, *Madagascar*, *Over the Hedge*, *Shrek the Third* and *Bee Movie*. DreamWorks Animation's 2008 feature film releases include *Kung Fu Panda*, in theaters on June 6 and *Madagascar: Escape 2 Africa*, in theaters on November 7. *Monsters vs. Aliens*, the Company's first film produced in 3D, is slated for a domestic release date of March 27, 2009. Please visit [www.dreamworksanimation.com](http://www.dreamworksanimation.com) to learn more about DreamWorks Animation.

**About Conservation International:**

Conservation International (CI) applies innovations in science, economics, policy and community participation to protect the Earth's richest regions of plant and animal diversity in the biodiversity hotspots, high-biodiversity wilderness areas and key marine ecosystems. With headquarters in Washington, D.C., CI works in more than 40 countries on four continents. For more information about CI, visit [www.conservation.org](http://www.conservation.org).

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For more information and photos of "Kung Fu Panda" at McDonald's, please visit [www.mcdepk.com/happymeal](http://www.mcdepk.com/happymeal)

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NOTE: The "Kung Fu Panda" 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.