



ICE AGE: DAWN OF THE DINOSAURS™ MCDONALD'S® HAPPY MEAL® FACT SHEET

The third installment of Twentieth Century Fox's blockbuster Ice Age trilogy, Ice Age: Dawn of the Dinosaurs™ stampedes into McDonald's restaurants beginning June 19 through July 16, 2009 and in theaters everywhere July 1st. The sub-zero heroes are back and this time they're in McDonald's Happy Meals. The new Happy Meal toy collection features eight characters from the movie. Kids will enjoy the cool effects in each toy – everything from funny sounds to fun actions! McDonald's customers will receive one of eight toys with the purchase of a Happy Meal at participating McDonald's restaurants, while supplies last.

During the promotion, low-fat Milk Jugs (white and chocolate) and Apple Dippers packaging will feature themed Ice Age: Dawn of the Dinosaurs™ graphics. To extend the entertainment, kids can visit McWorld®, the McDonald's virtual world at www.happymeal.com, where they can chill with Sid in Dinostrailia, the new Dinosaur Island. Kids can also use the special code that comes with their Happy Meal toy to unlock a cool surprise. McWorld is a dynamic and engaging online environment where kids can create their own avatar, play games and visit exciting destinations.

“ICE AGE: DAWN OF THE DINOSAURS” HAPPY MEAL COLLECTION



Manny – Everyone's favorite woolly mammoth returns in “Ice Age: Dawn of the Dinosaurs.” Move the lever on Manny's head to hear him say, “Whoa!” and “You know I can hear with these things.”



Diego– While Diego wonders if he's grown too “soft” from hanging with his pals, he's still ready for action. Push down his hind legs and release for a pouncing action.



Momma Dino – Momma Dino is the protective mother of the dinosaurs and is not afraid to show it. Rotate her head to discover different facial expressions.



Buck – The sub-zero heroes meet Buck, a relentless, one-eyed, dino-hunting weasel, during their adventures in the new world. Move Buck's right arm to hear him say “Nobody move!” and a Tarzan-like yell.



Scrat – Scrat is still on the hunt to nab the ever-elusive nut. Push the button on his back to launch the acorn into the air.



Sid – Sid gets himself into a little bit of trouble when he steals dinosaur eggs and has to be rescued by the gang. Move his right arm to hear him say, “Way to go Momzilla!” and “Everybody loves Sid!”



Rudy – Rudy is a terrifying dinosaur that the gang encounters as they try to rescue Sid in the underground world. Move his arms for jaw chomping action.



Scratte – Scrat may have finally found true love when he meets Scratte. Press the acorn on her tail to make it disappear and then reappear.

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While supplies last at participating McDonald's. Ask about our special toys for children under 3.