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McDONALD'S® DEBUTS AMERICAN IDOL®-INSPIRED TOYS IN HAPPY MEALS AND MIGHTY KIDS MEALS

McDonald's Tells Guests, "You're Going to Hollywood" in the Exciting AMERICAN IDOL Sweepstakes

Oak Brook, Ill., April 18, 2007 – For a limited time only, AMERICAN IDOL fans can now bring home the thrill of the nation's most-watched television show with help from McDonald's Happy Meals and Mighty Kids Meals, which offer customers a variety of balanced food options. For three weeks, from April 20 through May 10, 2007, with the purchase of a Happy Meal® or Mighty Kids Meal®, young guests will receive one of six superstar toys inspired by AMERICAN IDOL, while supplies last. For even more "Idol" action, McDonald's is offering consumers the chance to win a trip for four to experience the AMERICAN IDOL Season 6 finale in the AMERICAN IDOL "You're Going to Hollywood" Sweepstakes.

McDonald's is seeing stars with the incredible AMERICAN IDOL-inspired Happy Meal and Mighty Kids Meal collection. Featuring dark lenses with multi-colored stars, the **Starry Eyed Shades** are this season's must-have pair of sunglasses. For portable music on the go, guests can turn on the **AMERICAN IDOL MP3** toy and press the AMERICAN IDOL logo to hear an upbeat tune. The **Star Guitar** offers a rockin' tune with a tempo controlled by continuously pressing the AMERICAN IDOL logo. The **Popstar Headset** is a fun, wearable headset – press the star on the side to hear a short musical clip, and adoring fans can pull the trigger on the **Applause-O-Matic** and two helping hands will offer a great round of applause. Fans can also belt into the **Judgmental Mic** for a realistic echo and press the button to reveal one of four comments.

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“From great-tasting, convenient meals to wonderful family entertainment, both McDonald’s and AMERICAN IDOL bring families together, which is what makes this a great partnership,” said Kathy Pyle, Director of Family Marketing for McDonald’s USA.

To maximize the AMERICAN IDOL fun at McDonald’s, beginning April 20 through May 10, 2007, guests can visit www.happymeal.com to enter McDonald’s AMERICAN IDOL “You’re Going to Hollywood” Sweepstakes. Two lucky winners will receive a VIP trip for four to view the AMERICAN IDOL Season 6 finale in Los Angeles, Calif. on May 22 or May 23, 2007. Complete details and official contest rules are available inside participating McDonald’s restaurants or at www.happymeal.com. From superstar-inspired accessories to incredible season finale tickets, McDonald’s is helping guests bring home the excitement behind America’s number one show – AMERICAN IDOL.

McDonald’s customers can enjoy additional food choices with their Happy Meals and Mighty Kids Meals including Apple Dippers (fresh, peeled apple slices) served with low-fat caramel dipping sauce, and beverage choices including 100% pure Minute Maid apple juice and low-fat white and chocolate Milk Jugs, served in child-friendly containers. Milk nutritional profile and packaging varies in California, Alaska and Hawaii.

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:

Twenty-two-time Emmy-nominated 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:

FremantleMedia Enterprises (FME) is the commercial arm of FremantleMedia and comprises of Fremantle International Distribution (FID), FremantleMedia Licensing Worldwide (FLW) and Fremantle Home Entertainment (FHE).

FID has a network of international sales offices and licenses over 19,000 hours of programmes to 150 countries worldwide. FID’s programming comes from in-house UK producer, talkbackTHAMES and from an increasing number of independent producers in the UK and internationally. Recent international successes include US ratings-toppers *The Apprentice: Donald Trump* and *The Apprentice: Martha Stewart*, hugely successful fashion reality series, *Project Runway* starring Heidi Klum, exquisite Brook Lapping production *Catherine the Great* and the music event special, *Britney Spears: In the Zone*.

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FLW is the licensing division of FremantleMedia and exploits the company's many strong brands including the award winning international format, *Idols* and the cult children's classics, *Rainbow* and *DangerMouse*, across multiple off-screen platforms including merchandising campaigns, interactive and wireless support and music publishing. FHE is the home entertainment arm of FremantleMedia and includes the company's archive sales and clips division.

FremantleMedia 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 gameshows 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

About 19 Entertainment:

19 Entertainment, Ltd., a wholly-owned subsidiary of CKX, Inc. (NASDAQ: CKXE), was founded by Simon Fuller 21 years ago and acquired by CKX in March 2005. The company is recognized as a leading creator, provider and promoter of globally successful, music-based entertainment, or "Entertainment Brands."

Simon Fuller, who serves as Chief Executive Officer of 19 Entertainment, is the creator of AMERICAN IDOL in the United States, "Pop Idol" in the UK, as well as versions of the IDOL format in more than 30 countries around the world. Fuller is also the co-creator of SO YOU THINK YOU CAN DANCE, which aired in the U.S. on FOX during summer 2005 and was the top-rated television show in its time slot.

Fuller has made music history in the UK and the U.S.A., producing a stream of No. 1 hits and managing multi-platinum-selling acts. Fuller recently became the world's most successful manager – breaking a record set by the Beatles' manager Brian Epstein in the 1960s – when three of his artists occupied the No. 1, No. 2 and No. 3 positions on the U.S. single chart as well as the No. 1 position on the album chart.

19 Entertainment has been involved in the creation of 109 No. 1 singles and 87 No. 1 albums in the UK alone, with an impressive tally of 296 Top-40 albums and 465 Top-40 singles.

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