



FOR IMMEDIATE RELEASE

Contact: Kristin Zanini
JSH&A Public Relations
630.932.9316
kristin@jsha.com

Shannelle Armstrong
McDonald's USA, LLC
630.623.5508
Shannelle.Armstrong@us.mcd.com

McDonald's Electronic Press Kit
www.mcdepk.com/happymeal

**McDONALD'S® SUMMER HAPPY MEAL® LINE-UP
IS SERIOUS FUN FOR KIDS ON THE GO**

Outdoor Activities and Summer Surprises Serve Up Excitement at McDonald's this Season

Oak Brook, Ill. – May 10, 2006 – McDonald's is building an activity-driven “Summer of Happy Meal Fun,” running May 12, 2006, through the end of August. Tapping into the latest toy trends and upcoming movie blockbusters, McDonald's Happy Meals and Mighty Kids Meals will feature some of the coolest names on the kids' circuit including the world's most popular make-your-own stuffed animals, a big-name kid movie, a classic theme park ride, pocket-sized fashion dolls and a surprise mystery toy collection for an exciting final summer fling.

“We've partnered with the leading and most innovative companies in the industry to offer kids and collectors high-quality, engaging toys this summer,” said Kathy Pyle, director, kids and family marketing, McDonald's USA, LLC. “The ‘Summer of Happy Meal Fun’ line-up offers kids and families endless opportunities for playtime fun whether at home or traveling for summer vacation.”

McDonald's young guests have the opportunity to enjoy a variety of 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 easy to handle containers.

The exciting 2006 “Summer of Happy Meal Fun” line-up features:

- more -

Build-A-Bear Workshop®

May 12, 2006 – June 8, 2006

McDonald's is launching its "Summer of Happy Meal Fun" by making Happy Meal toy history through its partnership with Build-A-Bear Workshop. The partnership creates the first-ever Happy Meal plush collection to feature removable, mix-and-match clothing. From bunnies and monkeys to classic teddy bears, each of the eight furry friends comes complete with the Build-A-Bear Workshop trademark heart and one of two different outfits. Offering everything from ballerinas and cheerleaders to firefighters and soccer stars, this collection features the perfect Build-A-Bear Workshop furry friend for every childhood dreamer.

NOTE: On May 20, 2006, Build-A-Bear Workshop is sharing bear hugs with beary special children during its annual Stuffed With Hugs: Hugs Away From Home program. Children of all ages are invited to visit their local Build-A-Bear Workshop store and make a special bear, at no charge, to donate to children staying at Ronald McDonald Houses around the world.

Cars

June 9, 2006 – July 6, 2006

McDonald's Happy Meals and Mighty Kids Meals are revving-up their engines and racing toward the checkered flag with *Cars*, the highly anticipated animated adventure from Disney and Pixar, in theatres June 9. This high-speed Happy Meal collection features new design technology with eight highly detailed cars that capture the personality of the film's colorful characters.

Disney's Pirates of the Caribbean (Theme Park)

July 7, 2006 – August 3, 2006

Shiver me timbers! McDonald's is sailing the seven seas with a Disney's Pirates of the Caribbean attraction themed Happy Meal event that's sure to be 'treasured.' From telescopes to treasure chests, this adventurous collection features eight action-filled toys for perfect pirate make-believe – and no need to walk the plank. To celebrate this adventurous Happy Meal event, McDonald's is launching its *Search for the Golden Treasure Happy Meal Game*, offering 25 lucky mates the chance to win a trip for four to experience new pirates and more adventure on the Pirates of the Caribbean attraction at the *Walt Disney World*® Resort in Florida or *Disneyland*® Resort in California. Complete details and official contest rules are available inside participating McDonald's restaurants.

The 2006 "Summer of Happy Meal Fun" line-up will wrap up with a BIG bang for one final summer fling:

Polly Pocket™ and a BIG Mystery Surprise

August 4, 2006 – August 31, 2006

From PollyWorld™ to McDonald's – Polly Pocket™ is small in size, but big on fashion and is one of the top-selling miniature dolls worldwide. The McDonald's Happy Meal Polly Pocket™ collection features eight fashionable dolls with interchangeable accessories and colorful cases that are inspired by PollyWorld™, where the coolest amusement park meets the ultimate shopping promenade. Girls everywhere can mix and match this high-style collection for a stylin' summer filled with big-time fashion. The Happy Meal collection complements a full line of PollyWorld™ dolls and playsets allowing girls to bring Polly™ and her friends' adventures in PollyWorld™ to life at home.

Accompanying Polly™ for the last “Summer of Happy Meal Fun” event is a BIG mystery toy collection. But, like every good surprise celebration, this Happy Meal event remains a secret for now!

The 2006 “Summer of Happy Meal Fun” McDonald's Happy Meal and Mighty Kids Meal line-up will be available at participating McDonald's restaurants nationwide, while supplies last.

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.

###

© 2006 McDonalds

© 2006 Mattel, Inc. and/or Origin Products Ltd. The POLLY POCKET trademark is owned by Origin Products Ltd. Other trademarks and tradedress are owned by Mattel, Inc. or Origin Products Ltd. Manufactured under license from Origin Products Ltd. All Rights Reserved.