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**MCDONALD'S® AND NINTENDO® INVITE KIDS TO GET
ACTIVE AND "TAKE THE MARIO™ CHALLENGE"**

*McDonald's Happy Meals and Mighty Kids Meals to Feature
Popular Nintendo Characters – September 1 through September 21, 2006*

Oak Brook, Ill., August 30, 2006 – With the help of McDonald's Happy Meals and Mighty Kids Meals, Mario is jumping out of the video game world and into the hands of children nationwide. Beginning September 1 – September 21, 2006, while supplies last, participating McDonald's restaurants will feature six active toys from the exciting world of Mario, encouraging youngsters to get up, get active and "Take the Mario Challenge."

From the arcade to the outdoors, the McDonald's Happy Meal® and Mighty Kids Meal® Mario line-up is taking Mario and friends to a new level of fun. This interactive collection features six active toys for outdoor fun, showcasing the most popular Nintendo characters – Mario, Yoshi® and Donkey Kong®. For a new twist on tennis, the **Mario Swing and Hit** features an inflatable tennis mallet with a plastic tennis ball. A game of tag becomes even more fun by tagging opponents with the **Yoshi Tag and Run Meter** – you're it! Pull the cord on the **Donkey Kong Banana Chaser** to watch his green and yellow discs take flight, and stomp on the pedal of the **Yoshi Pop and Catch** to watch Yoshi shoot the ball up in the air. A simple game of catch takes on a fun, new look with the **Mario Throw and Catch** ball and the **Donkey Kong Throw and Go Spinner** disc. Whether playing catch with Mario, running with Yoshi, or jumping with Donkey Kong, kids are sure to enjoy outdoor fun with these beloved characters.

For added adventure, young guests can "Take the Mario Challenge" with a series of fun, active challenges included with each toy. To maximize the fun, guests can visit www.happymeal.com for additional Mario

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challenges and the chance to win exciting prizes. One hundred guests will have the chance to win a Nintendo DS Lite - the play system for busy kids on the go - and two high-action Mario games. Complete details and official contest rules are available inside participating McDonald's restaurants or at www.happymeal.com.

The "Take the Mario Challenge" Happy Meal and Mighty Kids Meal event is part of McDonald's ongoing commitment to helping guests better understand the keys to living balanced, active lives. This initiative, "it's what i eat and what i do®...i'm lovin' it®," underscores the importance of eating right and staying active, and includes a wide variety of programming for guests of all ages. Passport to Play™, an in-school program that engages children with physical activities from around the world; the "Go Active with Ronald McDonald" Show, a 30-minute community program teaching kids how to 'find their fun' through active play and improvisation; and www.goactive.com, a newly-refreshed website featuring a Family Fitness Tool Kit, are several of McDonald's programs designed to help children and families get up and get active.

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 Nintendo

The worldwide innovator in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its Nintendo DS™, Game Boy® Advance and Nintendo GameCube™ systems, and upcoming Wii™ console. Since 1983, Nintendo has sold nearly 2.2 billion video games and more than 375 million hardware units globally, and has created industry icons like Mario™, Donkey Kong®, Metroid®, Zelda™ and Pokémon®. A wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as headquarters for Nintendo's operations in the Western Hemisphere. For more information about Nintendo, visit the company's Web site at www.nintendo.com.