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**FROM FURRY TO FUTURISTIC, LITTLEST PET SHOP™ AND YU-GI-OH! GX  
COME TO McDONALD'S® HAPPY MEALS AND MIGHTY KIDS MEALS**

**Oak Brook, Ill., December 20, 2006** – McDonald's Happy Meals and Mighty Kids Meals are ringing in the New Year with Yu-Gi-Oh! GX and Hasbro, Inc.'s (NYSE: HAS) LITTLEST PET SHOP brand. Beginning December 22, 2006 through January 18, 2007, eight playful pets from the LITTLEST PET SHOP will find a good home in McDonald's Happy Meals and Mighty Kids Meals. The mysterious world of Yu-Gi-Oh! is also coming back to McDonald's with a high-action Happy Meal® collection featuring 20 exclusive trading cards and eight popular characters from Yu-Gi-Oh! GX.

Making their McDonald's Happy Meal and Mighty Kids Meal® debut, the quirky critters of LITTLEST PET SHOP feature bobbling heads, oversized eyes and detailed accessories for purr-fect playtime fun. The McDonald's Happy Meal LITTLEST PET SHOP collection features eight palm-sized pets, including four cute critters available exclusively at McDonald's. From a cute **Kitten** to a playful **Puppy**, this adorable collection features something for every animal lover. A good-natured **Monkey**, colorful **Macaw** and sweet **Salamander** are perfect companions, and a friendly **Hedgehog**, mischievous **Mouse** and little **Lamb** are sure to leave their paw-prints on America's heart. Each McDonald's Happy Meal LITTLEST PET SHOP friend comes in two different colors and features an interchangeable, removable carrier for busy kids on the go. LITTLEST PET SHOP is under license from HPG, the licensing arm of Hasbro.

The highly popular Yu-Gi-Oh! GX trading card game features the next generation of Yu-Gi-Oh! heroes. McDonald's Happy Meal and Mighty Kids Meal Yu-Gi-Oh! GX line-up features 20 exclusive trading cards and eight popular characters. The **Jaden Yuki**, **Zane Truesdale** and **Aster Phoenix** wrist accessories feature exciting trading card launchers. **Winged Kuriboh® LV10**, **Cyber End Dragon** and **Destiny Hero Doom Lord** bring action and adventure to this futuristic collection – pull back the toys to lock them into position, and insert the trading card to watch the characters roll forward. Young guests can amaze their friends with the **Yami Yugi**

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magic trick toy as trading cards 'disappear' into a hidden drawer. Rounding out this innovative line-up is **Elemental Hero Shining Flare Wingman** – this handy Yu-Gi-Oh! trading card holder dispenses cards one at a time and holds up to 40 cards for convenient storage. To maximize the fun, each McDonald's Happy Meal and Mighty Kids Meal Yu-Gi-Oh! GX toy includes three exclusive trading cards available only at McDonald's. Yu-Gi-Oh! and Yu-Gi-Oh! GX are licensed by 4Kids Entertainment.

McDonald's LITTLEST PET SHOP and Yu-Gi-Oh! GX Happy Meal and Mighty Kids Meal collection will be available at participating restaurants nationwide with the purchase of a Happy Meal or Mighty Kids Meal, while supplies last.

McDonald's guests now have the opportunity to 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 easy to handle containers.

### **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 HPG**

HPG, the licensing arm of Hasbro, Inc. (NYSE: HAS), translates one of the industry's richest portfolios of brands into a world of fun and excitement for children and adults globally. Through a host of publishing, digital media, lifestyle and entertainment platforms, HPG is able to surround consumers of all ages worldwide with consumer products that expand Hasbro's core brands, such as TRANSFORMERS, LITTLEST PET SHOP, MY LITTLE PONY, MONOPOLY, G.I. JOE, TONKA and PLAYSKOOL.

### **About 4Kids Entertainment**

Headquartered in New York City with international offices in London, 4Kids Entertainment, Inc. (NYSE: KDE) is a global provider of children's entertainment and merchandise licensing. 4Kids, through its wholly owned subsidiaries, provides domestic and international merchandise licensing; television, film, music and home video production and distribution; media planning and buying; product development and Web site development. For further information, please visit the Company's Web sites at [www.4KidsEntertainment.com](http://www.4KidsEntertainment.com) and [www.4Kids.TV](http://www.4Kids.TV).

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