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**FROM THE SILVER SCREEN TO McDONALD'S®,
BELOVED CHARACTERS FROM WALT DISNEY PICTURES
PRESENTATIONS OF PIXAR ANIMATION STUDIOS FILMS COME
TO LIFE IN HAPPY MEALS AND MIGHTY KIDS MEALS
*March 18, 2005 – April 14, 2005***

Oak Brook, Ill., March 22, 2005 – Animated heroes from the highly-acclaimed collection of Pixar films presented by Disney are bringing action and adventure to McDonald's® restaurants nationwide in support of the recent release of *The Incredibles* DVD. Beginning March 18, 2005, through April 14, 2005, with the purchase of a Happy Meal® or a Mighty Kids Meal®, guests will receive one of eight retail-size action figures from the beloved Walt Disney Pictures presentations of the Pixar Animation Studios film classics. The Disney Presents Pixar Pals McDonald's Happy Meal line-up includes **Mr. Incredible** and **Dash** from the Academy Award™-winning *The Incredibles*; **Nemo** and **Dory** from the Academy Award-winning *Finding Nemo*; **Mike Wazowski** and **James P. Sullivan** from the Academy Award-winning *Monsters, Inc.*; and **Buzz Lightyear** and **Woody** from the groundbreaking *Toy Story* and *Toy Story 2*. These popular characters will bring hours of playtime fun to kids of all ages at participating McDonald's restaurants, while supplies last.

The Incredibles

Mr. Incredible and **Dash** are returning to McDonald's Happy Meals and Mighty Kids Meals just in time for *The Incredibles* to hit the small screen on DVD. McDonald's youngest guests can watch their favorite scenes and bring the adventure to life with these action-packed figures. **Mr. Incredible**, one of the world's greatest heroes, is self-standing and posed for adventure. **Dash**, the 10-year-old hero with super speedy skills, stands proud with his dad, ready to lend a 'quick' hand.

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Finding Nemo

Excitement is bubbling as **Nemo** and **Dory** from the beloved film *Finding Nemo* swim towards adventure in McDonald's Happy Meals and Mighty Kids Meals. The underwater adventure comes to life with **Nemo**, the lovable, wayward, orange-striped clownfish, and **Dory**, the bright blue tang fish who's big on fun but short on memory – both of which feature articulated rear and side fins.

Monsters, Inc.

Two of Monstropolis' friendliest monsters, **Mike Wazowski** and **James P. Sullivan** from the highly popular *Monsters, Inc.*, are scaring up smiles in McDonald's Happy Meals. Complete with articulated eyelid and lower jaw, **Mike Wazowski** is always ready with a wink and a smile for his best pal, "Sulley." Although **James P. Sullivan** is *Monsters, Inc.*'s leading Scarer, this self-standing, friendly action figure is full of smiles.

Toy Story and Toy Story 2

Completing the McDonald's Happy Meal collection are **Buzz Lightyear** and **Woody**, two unlikely pals from the computer-animated classics *Toy Story* and *Toy Story 2*. **Buzz Lightyear**, everyone's favorite space ranger, and **Woody**, the classic cowboy sheriff, have climbed out of the toy box and into McDonald's Happy Meals and Mighty Kids Meals, complete with articulated heads, arms and waists for imagination-inspired adventure.

For high-resolution images of the Disney Presents Pixar Pals Happy Meal collection, please visit www.mcdepk.com/happymeal.

Young 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 child-friendly containers.

McDonald's

McDonald's is the leading global foodservice retailer with more than 30,000 local restaurants serving nearly 50 million people in more than 119 countries each day. Approximately 70 percent of McDonald's restaurants worldwide are owned and operated by independent, local businessmen and women.

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About Walt Disney Home Entertainment

Walt Disney Home Entertainment is distributed by Buena Vista Home Entertainment, Inc., a recognized industry leader. A subsidiary of the Walt Disney Company, Buena Vista Home Entertainment Inc. is the marketing, sales and distribution company for all Walt Disney, Touchstone, Miramax, Dimension and Buena Vista DVDs and videocassettes.

About Pixar Animation Studios

Pixar Animation Studios (Nasdaq: PIXR, <http://www.pixar.com>) combines creative and technical artistry to create original stories in the medium of computer animation. Pixar has created five of the most successful and beloved animated films of all time: Academy Award®-winning Toy Story (1995); A Bug's Life (1998); Golden Globe-winner Toy Story 2 (1999); the Academy Award®-winning Monsters, Inc. (2001); and Finding Nemo (2003). Pixar's five films have earned more than \$2.2 billion at the worldwide box office to date. The Northern California studio's next two film releases are The Incredibles (November 5, 2004) and Cars (holiday 2005). Pixar's films are released by Walt Disney Pictures.

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