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**DIMENSION FILMS' *THE ADVENTURES OF SHARKBOY AND LAVAGIRL IN 3D*
TAKES McDONALD'S® HAPPY MEALS AND MIGHTY KIDS MEALS
INTO A FUTURISTIC WORLD OF FUN**

**Kids Can Dream Big With Eight Exciting Toys, Pajama Party
Movie Screenings and the Chance to Win Their Dream
Room in McDonald's Extreme Dream Sweepstakes**

Oak Brook, Ill., June 7, 2005 – McDonald's Happy Meals and Mighty Kids Meals are bringing the silver screen to life with imaginative toys from the new live action Dimension Films movie, *The Adventures of Sharkboy and Lavagirl in 3D*, releasing in theaters June 10. Beginning June 10 – July 7, 2005, McDonald's youngest guests will receive one of eight exciting toys inspired by the film with the purchase of a Happy Meal® or Mighty Kids Meal®, at participating restaurants nationwide, while supplies last. Imaginations will soar as kids recreate their favorite movie scenes and discover their own fantasy-driven adventures.

The Adventures of Sharkboy and Lavagirl in 3D, the new film from *Spy Kids* director Robert Rodriguez, tells the story of Max, a young boy with an extraordinary ability to bring his imaginary hero friends, Sharkboy and Lavagirl, to life. Together, they set off on a mission to prove dreams can become reality in this high-action adventure.

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The Adventures of Sharkboy & Lavagirl in 3D McDonald's Happy Meal and Mighty Kids Meal event features everything children need to bring the movie experience home. The different toys include: Sharkboy and Lavagirl action figures with articulated heads, arms, and legs for interactive play; shark and lava-themed water squirters that are sure to provide hours of summertime fun; a dream journal to help kids record their favorite fantasy adventures; a comic book, shark pencil and booklet that allow kids to create their very own story adventures; and one-of-a-kind paper figures and 3D reversible glasses to help movie fans truly experience the art of 3D.

In celebration of *The Adventures of Sharkboy and Lavagirl in 3D* Happy Meal event, McDonald's has partnered with Sleepyheads.com, an online provider of popular sleepwear, to present pajama party movie screenings of *The Adventures of Sharkboy & Lavagirl in 3D* on June 9 in nine major cities across the country. To further the excitement, lucky children and their parents at the Mall of America Pajama Party screening in Minneapolis will have the opportunity to meet cast members from the movie, including Cayden Boyd (Max) and Taylor Dooley (Lavagirl).

In addition, McDonald's is helping kids continue the adventure by empowering them to dream it, draw it and win it in the Extreme Dream Sweepstakes. Through August 4, 2005, kids can enter (with or without a drawing of their dream bedroom) to win \$5,000 toward the room of their dreams. Other prizes include a JVC Home Entertainment System or a limited-edition pair of Sharkboy or Lavagirl pajamas from Sleepyheads.com. Entry forms are available on McDonald's Happy Meal boxes or at www.mcdonalds.com. No Purchase is necessary to enter, however kids must be between four and 12 years of age with their parent or guardian's permission to enter. Many kids will enter the sweepstakes but only 263 will win a prize. Official Rules for the sweepstakes will be posted at participating McDonald's restaurants or at www.mcdonalds.com.

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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