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**FROM FASHIONABLE AND NOSTALGIC TO HIGH-TECH AND NEW AGE,
McDONALD'S® HAPPY MEALS AND MIGHTY KIDS MEALS OFFER SOMETHING FOR EVERYONE**

*McDonald's to Feature Stylin' Fashion Trollz™ and Innovative
Spy Gear™ Gadgets – March 17 through April 13, 2006*

Oak Brook, Ill., March 15, 2006 – For more than 25 years, McDonald's Happy Meals have offered the hottest toys and characters to children of all ages. While many of today's popular toys feature technology that kids 25 years ago wouldn't have dreamed of, other characters have remained favorites throughout the generations. The newest McDonald's Happy Meal® pairs an updated, retro classic with modern, high-tech gadgetry. Beginning March 17, 2006 through April 13, 2006, young guests will receive one of eight colorful Trollz with neon hair and a trendy fashion sense, or one of eight innovative Spy Gear gadgets with advanced, multi-functional technology. Available with the purchase of a Happy Meal or Mighty Kids Meal®, at participating McDonald's restaurants and while supplies last, this dynamic collection encourages creativity and shows that make-believe, of any kind, never goes out of style.

Big hair is back! The McDonald's Happy Meal and Mighty Kids Meal Trollz collection features eight vibrant Trollz with the unmistakable spiky neon hair that troll dolls have sported for more than 50 years. This exciting collection, however, features a trendy new style and fun fashion accessories to delight a new generation of girls everywhere.

Olivia Trollishaw with Accessory is a true fashionista with bright green hair and a matching glittered comb. **Marissa Trollebarré with Accessory** can't help but think pink with her bright pink hair and stylin' fabric scarf that doubles as a hair tie. **Marley Trollenbeck with Accessory** is a true surfer girl at heart – her pink translucent glitter comb keeps her blue locks perfectly in place. **Trina Trollabell with Accessory** loves all things yellow with bright yellow hair and a yellow curling iron to create the perfect do. **Drea Trollenada with Accessory** is eager to learn more about her African-American heritage and sports a giraffe printed handbag and runway-ready purple hair. **Layla Trollinito with**

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Accessory is always ready for the gym with a miniature Trollz duffle bag and bright orange hair. **Sophia Trolliana with Accessory** shares her Hispanic heritage with friends and sports light orange hair and a matching comb. Which way to the beach? **Hannah Trollatar with Doll Accessory** is ready to hit the sand with neon pink hair and a matching beach bag. Each fashionable Trollz doll McDonald's Happy Meal toy includes a "Trollar" worth 150 Trollar dollars redeemable at Trollz.com for exciting hair-do ideas and fashion accessories for virtual Trollz dolls.

As sisters everywhere can attest, boys have an imagination and curiosity that never quits. McDonald's is offering the perfect collection to sharpen their spy skills with an innovative collection of Spy Gear gadgets. **Agent Specs** are not only stylish sunglasses, but also feature a red light and yellow scope lens for spotting a target from a distance. The **Spy Wire** wrist cuff connects to a finger clip with a flashing red light – a special insert allows young spies to flash a secret spy code to their friends. The top-secret **Spy Wrist Viewer** is a wearable wrist cuff with a spring-loaded lid and magnifying lens to view two confidential 3-D cards. Intruders beware with the **Spy Motion Sensor** – any movement in front of the red light beam will trigger the light to flash and sound an alarm. A good spy always knows his way around with the help of a **Global Spy Positioner** – this cool GPS simulator toy includes three paper maps and allows young guests to locate secret spy sites with a red pointer. The exciting wind-up disc-launcher features spinning-disc shooting action and is the ultimate **Spy Defender**. To protect secret identities, the **Spy I.D.** is a retractable identification badge complete with scanner window and secret message decoder. Rounding out this covert collection is the **Spy Multi-View** – rotate the lenses to view a prime target in green, red, a crosshair or a clear "fly eye" lens. The McDonald's Happy Meal and Mighty Kids Meal Spy Gear collection features everything young guests needs to create fabulous spy adventures for hours of imaginative fun.

McDonald's 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.

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 DIC Entertainment

DIC Entertainment, a fully-integrated global brand management company, is dedicated to creating, developing, producing, distributing, marketing and merchandising family-based intellectual properties. DIC has distinguished itself

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by building one of the largest libraries of western-style animation with approximately 2,800 half-hours of renowned programming, including *Trollz*™, *Inspector Gadget*™, *Strawberry Shortcake*™, *Sabrina*™, *Madeline*™, *Liberty's Kids*™, *Where On Earth Is Carmen Sandiego?*™, *Sonic The Hedgehog*™, *Super Mario Bros*™ and *Care Bears*™. In 2003, the company launched the DIC Kid's Network, a unique syndicated programming block designed to meet core FCC requirements and the only network for kids that reaches effectively 98% of U.S. households on over 300 stations. As a pre-eminent supplier of kid's programming worldwide, DIC has developed strategic partnerships with key domestic and international broadcast partners throughout North America, Europe, Asia, Latin America, Africa and Australia. DIC is headquartered in Burbank, California with international offices in Paris, London and Cologne.

About Spy Gear

Spy Gear is the leading brand from Wild Planet Toys. Wild Planet playthings focus on fun and imagination and are available worldwide. Through Toy Opinion Panels and Kid Inventor Challenge contests, Wild Planet encourages children to invent and turns their ideas into real toys. For more information on Wild Planet, please visit www.wildplanet.com.