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**McDONALD'S® HAPPY MEALS AND MIGHTY KIDS MEALS OFFER
TIMELESS CHARACTERS AND HIGH-ACTION ADVENTURE WITH
STRAWBERRY SHORTCAKE™ AND DRAGON BOOSTER™**

Oak Brook, Ill., January 25, 2006 – Strawberry Shortcake and her sweet-smelling friends and popular characters from the animated series *Dragon Booster™* are skipping and soaring their way into McDonald's Happy Meals and Mighty Kids Meals nationwide. Beginning January 27, 2006 through February 23, 2006, young guests will receive one of eight "berry fun" Strawberry Shortcake characters or one of eight exciting *Dragon Booster™* action figures with the purchase of a Happy Meal® or Mighty Kids Meal®, at participating McDonald's restaurants, while supplies last.

The Strawberry Shortcake McDonald's Happy Meal collection is the first scented collection in Happy Meal history and proves once again that Strawberry Shortcake and her friends are "growing better all the time." The beloved character of Strawberry Shortcake, a greeting card design-turned-doll phenomenon, originally captured the hearts of little girls more than 25 years ago, and she's done so again with a new generation. Now, the ageless characters of Strawberryland, updated from their classic ragdoll roots, are coming to life for the first time in McDonald's Happy Meals and Mighty Kids Meals.

The captivating collection features eight sweetly-scented dolls that are sure to delight girls everywhere. **Strawberry Shortcake Lip Gloss** is a sweet doll with an even sweeter hat – turn the lid on her hat for special strawberry-scented lip-gloss. **Strawberry Shortcake Garden Fun** features a handy pink wheelbarrow to keep her garden growing, and **Strawberry Shortcake Skateboard** is ready to roll on her very own pink skateboard. **Orange Blossom™ Lip Gloss** is a beautiful African-American doll hiding orange-scented lip-gloss in her hat. **Ginger Snap™ Cheerleader**, a spirited Hispanic doll wearing a cute fabric skirt, can do the splits just like a real cheerleader. **Strawberry Shortcake Fun** and **Angel Cake™ Fun** will accessorize McDonald's young guests in style with adorable fabric purses. Rounding out the sweet-smelling set is **Tea Blossom™ Teapot**, a fun-filled Asian doll ready for teatime with an attached tiny pink teapot.

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Dragon Booster[™], the popular CGI animated boys' action property series airing on Jetix[®] on ABC Family and Toon Disney, is a high-octane adventure set against the backdrop of dragon racing. In this timeless world where humans and dragons co-exist, ordinary teen Artha Penn is chosen to ride Beaucephalis (Beau), the dragon of legend. With the words "release the dragon!" Artha instantly transforms Beau into the Golden Dragon of Legend and himself into the Dragon Booster, a mythical hero charged with uniting humans and dragons once and for all.

The *Dragon Booster*[™] McDonald's Happy Meal and Mighty Kids Meal collection features eight action figures that will enable young guests to invent their own *Dragon Booster*[™] adventures. **Artha and Beau** race together in harmony with Artha hovering magnetically over his dragon, while **Wulph and Hyve** and **Propheci and Reepyr** make dynamic teams – pull back on the dragons to watch them soar. **Khatah and Shock-Ra** spin in circles on Khatah's mighty tail, while **Parmon and Cyrano** – whose neck extends for exciting, battering-ram action – are ready for demolition. **Sparkk and Ferno** are always prepared for adventure – Ferno's body glows using a bright red LED. **Moordryd and Decephsun**, whose mouth lights up as he energizes, will stop at nothing to capture the Golden Dragon of Legend. **Dragon Booster and the Golden Dragon of Legend** are prepared to zoom into action and take flight when, by pressing the switch on his back, the Golden Dragon's hinged gliding wings pop out, enabling Dragon Booster to save the day.

Distributed by Alliance Atlantis Communications Inc., *Dragon Booster*[™] was conceived by The Story Hat and the animation of the series is being produced by Nerd Corps Entertainment, a 3D animation facility based in Vancouver, B.C.

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.

About American Greetings Corporation

American Greetings Corporation (NYSE: AM) is one of the world's largest manufacturers of social expression products. Along with greeting cards, its product lines include gift wrap, party goods, candles, stationery, calendars,

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educational products, ornaments and electronic greetings. American Greetings is also the creator and owner of many celebrated character properties, including Strawberry Shortcake and Care Bears. Located in Cleveland, Ohio, American Greetings generates annual net sales of approximately \$2 billion.

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 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 Alliance Atlantis Communications

Alliance Atlantis offers Canadians 13 well-branded specialty channels boasting targeted, high-quality programming. The Company also co-produces and distributes the hit *CSI* franchise and indirectly holds a 51% limited partnership interest in Motion Picture Distribution LP, a leading distributor of motion pictures in Canada. The Company's common shares are listed on the Toronto Stock Exchange - trading symbols AAC.A and AAC.NV.B. The Company's Web site is www.allianceatlantis.com.

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