

**FOR IMMEDIATE RELEASE**



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## **McDONALD'S® ANNOUNCES GLOBAL MOMS PANEL**

### ***Group To Advise Company on Key Topics of Importance to Moms Worldwide***

**Oak Brook, IL (May 9, 2006)** McDonald's has named a team of moms from around the world to serve on its first Global Moms Panel. Representing diverse backgrounds and perspectives, the women will provide input and guidance on a broad range of topics to help the company better serve the needs of moms and families both inside and outside its restaurants worldwide.

The newly-formed international panel is part of an ongoing commitment by McDonald's to connect more closely with its customers and engage them in meaningful dialogue.

"McDonald's recognizes and appreciates the important role moms play in the well-being of their families," said McDonald's Global Chief Marketing Officer, Mary Dillon. "We intend to listen and learn from our Global Moms Panel with the goal of providing the best possible experience for families in our restaurants around the world. We want to become the best ally we can for moms and a true partner in the well-being of families everywhere."

The McDonald's Global Moms Panel will focus on such key topics as balanced, active lifestyle initiatives, restaurant communications and children's well-being.

The women bring diverse backgrounds, experiences and perspectives to the panel and represent six countries: Argentina, China, Germany, Italy, the United Kingdom and the United States. The Global Moms Panel members include:

- Keddie Bailey – a full-time mother of two (England)

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- Stefania Belmondo – an Olympic cross-country skier and mother of two who lit the Olympic Flame at the opening ceremony of the 2006 Olympic Winter Games in Torino and currently works with the Italian forestry ministry (Italy)
- Bonnie Blair – an Olympic speedskater and mother of two, current member of the Board of Directors for U.S. Speedskating and motivational speaker (U.S.)
- Michele Borba, Ed.D. – a childhood development expert, mother of three and author of “12 Simple Secrets Real Moms Know” (U.S.)
- Maru Botana – a chef, television cooking-show personality and mother of four (Argentina)
- Laura Lopez Cano – a Latina artist, mother of two and recent Fellow of the National Hispana Leadership Institute (U.S.)
- Kim Carter – a librarian, Parent Teacher Association (PTA) president and mother of two (U.S.)
- Christa Kinshofer – an Olympic skier, mother of two and co-author of “Fit for Success” (Germany)
- Gao Min – an Olympic diving champion, mother of two and author (China)

As participants of the first McDonald's Global Moms Panel, members will serve a one-year term. Additional Moms Panels are underway in McDonald's countries around the world, including China, Japan, the United Kingdom and the United States.

### **About McDonald's**

McDonald's is the leading foodservice retailer with more than 30,000 local restaurants serving quality food to nearly 50 million customers in more than 100 countries each day. Approximately 70 percent of McDonald's restaurants worldwide are owned and operated by independent, local men and women.

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