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McDONALD'S CHANGES THE LIFE OF ONE LUCKY WINNER

Marcia Schroeder Wins \$1 Million Dollars by Playing the *Monopoly*® *Best Chance Game 2.0* at *McDonald's*®

Oak Brook, Ill. (October 25, 2004) – Marcia Schroeder of Sheboygan, Wisconsin landed on *Boardwalk* and *Park Place* to win the \$1 million dollar cash prize from the MONOPOLY® Best Chance Game 2.0 at McDonald's® promotion. Schroeder won on October 17, by collecting the two sought after game pieces affixed to the package of a hash brown she purchased at the drive-thru window of a McDonald's restaurant in Sheboygan, Wisc.

Marcia was home, getting ready to enjoy her McDonald's breakfast when she stopped to pull off the Monopoly game tabs from the hash brown. After peeling *Park Place*, she was disappointed because she already had the property. Then she peeled the second tab to reveal *Boardwalk*. "I was immediately in shock, dropped my hash brown and exclaimed, I WON" said Schroeder.

A long time customer of McDonald's, Schroeder has played Monopoly every year from its inception. "I have always loved playing MONOPOLY at McDonald's and can't believe this happened to me," said Schroeder.

Schroeder plans to use a portion of her winnings to purchase a new house for her family. The day she won, Schroeder and her husband were going to look at houses and stopped home to eat their McDonald's meals before getting started.

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There is still time to win other great prizes playing MONOPOLY. Join the two million other lucky winners who have won through the online game. The MONOPOLY promotion runs thru November 8 or while supplies last, at participating McDonald's nationwide.

For a second year, McDonald's in association with Best Buy is offering McDonald's guests a chance to win a variety of high-quality prizes, including: customized 2004 Honda Civic EXs, MP3/PDA Handhelds, Delphi XM Satellite Radios, Xbox Video Systems with Games, Mini DV Camcorders, Gary Fisher Bikes and Garmin GPS Systems, High Definition LCD televisions, Home Entertainment Systems, outdoor adventure trips, \$50,000 in cash prizes and thousands of McDonald's food prizes.

This year's *MONOPOLY*® Best Chance Game 2.0 at McDonald's® offers four ways for customers to play and win:

1. Best Buy Bucks – Peel a Best Buy™ Chance Game Piece from a large fry carton or Chicken Selects® package for a guaranteed instant win in increments of \$1 - \$5000. Redeemable only at Best Buy stores or at BestBuy.com.
2. Collect & Win – Collect MONOPOLY game properties of the same color that completes the property sequence. Receive two traditional MONOPOLY game pieces on hash browns, medium and large soft drinks; receive two traditional MONOPOLY Game Pieces plus a Best Buy Chance Game Piece on large fry cartons and 3, 5 & 10 piece Chicken Selects or by sending in a self-addressed stamped envelope for a No Purchase or an alternate means of entry opportunity.
3. Instant Win – Peel off a MONOPOLY game piece and reveal an Instant-Win message.
4. Online (NEW) – Go online at www.playatmcd.com. Customers have a chance to win cool electronic and downloadable prizes online by accessing a code located on the back of MONOPOLY game pieces, logging on to the MONOPOLY promotional web page and entering the access code to determine if they are a winner.

McDonald's is the leading global foodservice retailer with more than 30,000 restaurants serving nearly 47 million people in more than 120 countries each day. Approximately 80 percent of McDonald's restaurants worldwide are owned and operated by independent, local businessmen and women. For nutritional information, please visit www.mcdonalds.com.

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