

Statement from McDonald's® Global Advisory Council on Balanced, Active Lifestyles

The McDonald's Global Advisory Council on Balanced, Active Lifestyles supports McDonald's new worldwide nutrition information initiative. As a body, we have worked with McDonald's to identify new and innovative ways to enable consumers to make informed menu choices. Putting nutrition information on their product packaging, websites, and other in-restaurant communication vehicles is a fundamental step to accomplish this objective. Universal, non-language dependent symbols were created to provide consumers with a clear, user-friendly format for evaluating somewhat complicated information. This approach represents a creative step to minimize the confusion that surrounds nutrition and diet.

The Global Advisory Council is optimistic about the potential impact of today's announcement. We believe that this effort will raise awareness on a very important subject. Additionally, we hope this will help people make informed decisions throughout the week – whether they're eating at home or eating out. Consumers will benefit from this initiative and we encourage others in the restaurant and food service industry to follow suit.

About McDonald's Global Advisory Council

The Global Advisory Council on Balanced, Active Lifestyles is comprised of independent experts in the areas of nutrition, public health and fitness. Since its inception in May 2003, the Council has provided input and guidance to McDonald's on the company's three Balanced, Active Lifestyles focus areas: offering additional menu choices, promoting physical activity, and providing accessible nutrition information.

Additional Third-Party Quotes

Dr. Harvey Anderson, Professor of Nutritional Sciences, Physiology and Medical Sciences, Faculty of Medicine at the University of Toronto and member of McDonald's Global Advisory Council on Balanced, Active Lifestyles:

"I applaud McDonald's for taking another important step in their efforts to help customers make the food choices that are right for them. This standardized approach to communicating key nutrient values to McDonald's customers has been done in a way that is simple to understand, which I feel will make it a useful tool for those individuals looking to make more informed menu choices at McDonald's."

Dr. Aniceto Charro, Official Advisor to the Spanish Ministry of Health and President of the Foundation for Nutrition Studies at the University Carlos III, Spain:

"I believe McDonald's new initiative to label its products with a nutritional labeling system, based on GDA charts, will be of great interest to consumers. This initiative reflects the commitment of a company who leads the way in supporting balanced lifestyles, an example that other companies should follow."

Dr. Paul Gately, Carnegie Professor of Exercise and Obesity, School of Sport, Exercise and Physical Education, Leeds Metropolitan University, United Kingdom and member of McDonald's Global Advisory Council on Balanced, Active Lifestyles:

"As a health professional, I welcome this useful tool and will use it in our work with families. Our goal is to assist them with often confusing information and help empower them to lead balanced and active lifestyles. This new format is clear and understandable and I can see its potential beyond McDonald's. I hope others in the restaurant and food industries follow their lead."

Priscilla LAU Li Yi, Registered Dietician and Member of the Hong Kong Dietetic Association, Hong Kong:

"In a world where eating out is a way of life, McDonald's nutrition bar chart approach helps customers select and combine food choices according to their nutrition needs. It gives them the information they need to be flexible in their overall diet and helps them make informed food choices."

Maria Luiza Ctenas, Registered Dietician and Nutritionist, Sao Paulo, Brazil:

"Consumers need more information regarding the foods they choose in order to make daily decisions to maintain the proper balance between energy in and energy out. McDonald's has now made it easier for their customers to determine their individual needs for important nutritional values like carbohydrates and protein -- compared to all meals the individual will have throughout the day."

Robert Madelin, Director General for Health and Consumer Protection of the European Commission:

"McDonald's work on Guideline Daily Amounts across Europe matches one of the European Commission's priority objectives too. My hope is that McDonald's will share their research with other interested stakeholders on which forms of consumer information work well and which ones don't. That will help us all to develop better answers faster."

Additional Third-Party Quotes (cont.)

Dr. Louis Sullivan, former U.S. Secretary of Health and Human Services; Founding Dean, Director and President Emeritus, Morehouse School of Medicine, Atlanta, Georgia and member of McDonald's Global Advisory Council on Balanced, Active Lifestyles:

"McDonald's is taking an important leadership role on behalf of its customers. The new approach is a creative, scientifically sound solution that communicates complex and sometimes confusing information in a clear and accessible way. This will make it easier for people around the world to understand the information and apply it to their daily lives."

Dr. Gary Wittert, Mortlock Professor and Head, Department of Medicine, University of Adelaide and Senior Consultant Endocrinologist, Royal Adelaide Hospital, Australia and member of McDonald's Global Advisory Council on Balanced, Active Lifestyles:

"It's appropriate for a company with a market penetration such as McDonald's to take a leadership position to provide information about balanced lifestyles and nutrition to consumers."