



McDONALD'S® 2006 OLYMPIC CHAMPION CREW

McDonald's Olympic Champion Crew program is a unique example of the recognition, rewards and opportunities McDonald's provides its employees. For the 2006 Olympic Winter Games in Torino, Italy, more than 300 restaurant employees from 24 countries have been selected as "the best of the best" from among the 1.6 million McDonald's employees in 30,000 restaurants in more than 100 countries around the world.

Throughout the Games, Olympic Champion Crew members represent their countries and proudly serve McDonald's world-famous food to the world's best athletes, coaches, officials and media at two official Olympic venue restaurants – the Torino Olympic Village – Villaggio Olimpico – and the Main Press Center at Lingotto.

Criteria for crew selection was determined by each country and included excellence in teamwork, speed of service and order accuracy for the more than 50 million customers who visit McDonald's restaurants every day. Employees will participate at the Games in two waves: Wave 1 from 6-15 February and Wave 2 from 18-27 February. Countries represented include:

Country	Wave 1	Wave 2
Australia		X
Austria		X
Brazil	X	
Canada		X
China	X	
Costa Rica	X	
France	X	
Germany		X
Greece		X
Hungary		X
Italy	X	X
Japan		X

Country	Wave 1	Wave 2
Netherlands		X
New Zealand	X	
Poland		X
Puerto Rico	X	
Russia	X	
Spain	X	
Sweden		X
Switzerland	X	
Ukraine	X	
United Kingdom	X	
United States	X	
Venezuela	X	

Olympic Champion Crew Blog

In conjunction with the Games, McDonald's will launch the first-ever Olympic Champion Crew blog, an online journal that gives visitors to the site an opportunity to follow the personal journeys of the crew. Follow their experiences in photos and video beginning **6 February** and continuing throughout the month by linking through McDonald's Olympic Resource Center at www.mcdepk.com/OlympicResourceCenter or at www.mcdonalds.com.

Press Event

Media are invited to attend a press event honoring the Olympic Champion Crew at a special celebration at **1000 hours on 9 February at Pathé Lingotto Multiplex Cinema in 8 Gallery Lingotto**. Noted Olympic athletes and McDonald's executives will host an exciting celebration filled with fun surprises to recognize the Olympic Champion Crew for their achievements.

Opportunity at McDonald's

As the largest employer in the quick service restaurant industry, McDonald's has a long tradition of providing significant opportunities to its employees worldwide. Twenty of the company's top 50 worldwide management members, 70 percent of McDonald's restaurant managers and 40 percent of our franchisees began their careers as crew. Even Chief Executive Officer Jim Skinner started his career at McDonald's as crew.

For more information or to arrange interviews with members of the Olympic Champion Crew, please contact Katie Scrivano at +1 917-239-7286 or Katie_Scrivano@chi.bm.com or Suzanne Valliere at +1 630-235-8128 or Suzanne.Valliere@mcd.com.

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