

# McDONALD'S® COMMITMENT TO BALANCED, ACTIVE LIFESTYLES

## Global Timeline of Initiatives

McDonald's is committed to being part of the solution for customers to meet their changing well being and balanced, active lifestyle needs, nutritional goals and taste preferences. We are focused on three core areas: offering menu choice and quality food, providing consumer education and information, and supporting physical activity.

We have led the industry for 30 years through a number of initiatives, including:

<b>1973</b>	Provided nutrition information on standard menu items; became first company in the restaurant industry to make complete nutrition information available to customers
<b>1976</b>	Created food exchange list for diabetic and weight control diets
<b>1986</b>	Introduced salads and switched from whole to 2 percent milk
<b>1990</b>	First Quick Service Restaurant (QSR) to provide complete nutrition and ingredient information for customers in U.S. restaurants and "McDonald's Food: the Facts", which included complete nutrition and ingredient information for all standard menu items
<b>1991</b>	Switched from 2 percent to 1 percent low-fat milk
<b>1992</b>	Launched "What's on Your Plate <sup>®</sup> " nutrition education campaign for children, featuring host Willie Munchright <sup>™</sup>
<b>1994</b>	Developed consumer trayliners with detailed "Nutrition Facts"
<b>1996</b>	Launched a Food and Nutrition section on <a href="http://www.mcdonalds.com">www.mcdonalds.com</a>
<b>2002</b>	Introduced Fruit 'n Yogurt Parfait and enhanced the Food and Nutrition section of <a href="http://www.mcdonalds.com">www.mcdonalds.com</a> to include Bag-A-McMeal <sup>™</sup> and Customize Your Order sections
<b>2003</b>	Added 100% pure apple juice to the menu; established the Global Advisory Council on balanced, active lifestyles; developed an in-store educational campaign that addresses nutrition and menu choice with "McDonald's & You <sup>®</sup> " nutrition brochures in all restaurants. As part of McDonald's sponsorship of the Olympic Games, we became a global sponsor of Olympic Day Run, which takes place every June around the world.
<b>2004</b>	<p>Debuted Premium Salads on five continents – Asia, Australia, Europe, North America and South America; Go Active!<sup>™</sup> Adult Happy Meal<sup>®</sup>, including a Premium Salad, bottled water, Stepometer<sup>™</sup> and walking tips booklet launched in U.S. and 16 countries across Europe; new menu options including chicken products, yogurt, milk, fruit and vegetables made available in countries around the world.</p> <p>Launched <a href="http://GoActive.com">GoActive.com</a>, a global Web site produced in partnership with the International Olympic Committee, to promote balanced, active lifestyles. Site features information, tips and virtual trainer to help customers be more active.</p> <p>Sponsored grassroots sports activities, walk-a-thons, Ronald McDonald<sup>®</sup> Go Active! Shows and fitness promotions in countries across the globe.</p>

<p><b>2004</b> <i>(cont'd)</i></p>	<p>In the summer of 2004, McDonald's partnered with fitness expert Bob Greene for the Go Active! American Challenge encouraging Americans to lead a balanced, active lifestyle through walking or other physical activities. The Challenge covered 3,000 miles, making stops in 36 cities over 36 consecutive days.</p> <p>Distributed more than 30,000 Stepometers™ to athletes, trainers and spectators at the 2004 Olympic Games in Athens to educate consumers about the benefits of walking; around the world, more than 30 million Stepometers™ were given to consumers.</p> <p>Listed nutrition information on trayliners in restaurants worldwide.</p>
<p><b>2005</b></p>	<p>Announced commitment to balanced, active lifestyles with support from the International Olympic Committee; featuring a worldwide family of Olympic Athletes, Olympic Hopefuls and Olympic moms – as ambassadors of the balanced, active lifestyles message</p> <p>McDonald's created the Finding Your Balance Quiz to provide a global "pulse check" of customers' level of knowledge about energy balance; developed with health professionals and physical activity experts, the quiz features basic questions about nutrition and physical activity and will also appear on <a href="http://GoActive.com">GoActive.com</a></p> <p>In an effort to help inspire children to be more active, McDonald's launched Passport to Play™ in the fall of 2005. The program provided Physical Education teachers at 31,000 elementary schools with an active play curriculum based on games played around the world and 96 schools with a Passport to Play tour, which provided students with a fun, activity break with select international games</p>
<p><b>2006</b></p>	<p>At the upcoming Olympic Winter Games in Torino, Italy, McDonald's will leverage the Games to continue sharing new news about our commitment to our ongoing global balanced, active lifestyles initiative.</p>

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