



McDONALD'S® COMMITMENT TO BALANCED, ACTIVE LIFESTYLES

Global Fact Sheet

OVERVIEW

As a global leader, McDonald's has a long-standing commitment to be responsive to our customers' needs. Dedicated to helping our customers achieve more balanced, active lives, our goal is to communicate the importance of energy balance – balancing food consumption and physical activity. To that end, McDonald's launched a worldwide public awareness campaign to inform consumers about energy balance: *"it's what i eat and what i do™ ... i'm lovin' it®"* in 2005.

This initiative builds on our three core balanced, active lifestyles priorities:

- Continuing to offer a variety of freshly-prepared, high-quality foods
- Promoting physical fitness and activity
- Providing relevant and accessible nutrition information to our customers

Our *"it's what i eat and what i do"* initiative includes a worldwide team of Olympians past and present, Olympic hopefuls in training and Olympic moms who serve as ambassadors for balanced, active lifestyles. McDonald's also created a "Finding Your Balance" quiz to provide a global "pulse check" of customers' knowledge about energy balance. Developed in conjunction with health professionals and physical activity experts, the quiz features basic questions about nutrition and activity and is available on our recently refreshed website, www.GoActive.com.

As a worldwide sponsor of the Olympic Games, McDonald's shares the same values and ideals as the Olympic Movement: excellence, teamwork and being your best. Building on our history with the Olympic Games, we will highlight our commitment to balanced, active lifestyles at the Torino 2006 Olympic Winter Games.

Additionally, our global balanced, active lifestyles ambassador and Chief Happiness Officer™, Ronald McDonald®, will help share this information with children. As a recognizable, positive role model for children around the world, Ronald McDonald makes learning fun and makes important subjects like energy balance easy for children to understand through interactive and educational videos, shows and other activities.

Global Balanced, Active Lifestyles Timeline of Initiatives

McDonald's has led the industry for 30 years through a number of initiatives, including:

1973	Became first company in the restaurant industry to make complete nutrition information available to customers; provided nutrition information on standard menu items.
1976	Created food exchange list for diabetic and weight control diets.
1986	Introduced salads and switched from whole to 2 percent milk.
1990	Provided 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 – first in Quick Service Restaurant industry.
1991	Switched from 2 percent to 1 percent low-fat milk.
1992	Launched "What's on Your Plate [®] " nutrition education campaign for children, featuring host Willie Munchright [™] .
1994	Developed consumer trayliners with detailed "Nutrition Facts."
1996	Launched a Food and Nutrition section on www.mcdonalds.com .
2002	Introduced Fruit 'n Yogurt Parfait and enhanced the Food and Nutrition section of www.mcdonalds.com to include Bag-A-McMeal [™] and Customize Your Order sections.
2003	<p>Augmented Happy Meal[™] program with additional menu options including fruit, yogurt and beverage offerings.</p> <p>Established the Global Advisory Council on balanced, active lifestyles; developed an in-store information campaign that addresses nutrition and menu choice with nutrition brochures in all restaurants.</p> <p>As part of McDonald's sponsorship of the Olympic Games, became a global sponsor of Olympic Day Run, which takes place every year in June around the world.</p>

<p>2004</p>	<p>Introduced Premium Salads on five continents – Asia, Australia, Europe, North America and South America; launched Go Active!™ Adult Happy Meal®, that offered a Premium Salad, bottled water, Stepometer™ and walking tips booklet in the U.S. and 16 countries across Europe; introduced new menu options including chicken products, yogurt, milk, fruit and vegetables in countries around the world.</p> <p>Launched www.GoActive.com, a global website 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>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 Athens 2004 Olympic Games to educate consumers about the benefits of walking; more than 30 million Stepometers were given to consumers around the world.</p> <p>Listed nutrition information on trayliners in restaurants worldwide.</p>
<p>2005</p>	<p>With the support of the International Olympic Committee, launched a worldwide balanced, active lifestyles public awareness campaign – <i>“it’s what i eat and what i do™ ... i’m lovin’ it®.”</i> Designed to help people understand the concept of energy balance, this initiative calls attention to the importance of eating right and staying active.</p> <p>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 appears on www.GoActive.com.</p> <p>Launched Passport to Play™ program in the U.S., which provides physical education teachers in elementary schools an active play curriculum based on games from around the world.</p> <p>Expanded Ronald McDonald’s role as Chief Happiness Officer™ to include balanced, active lifestyles ambassador with emphasis on activity, fitness and fun.</p>
<p>2006</p>	<p>Launching the official worldwide rollout of nutrition information on product packaging at the Torino 2006 Olympic Winter Games. Restaurants in Torino, Italy are the first to feature the new packaging and in-store materials.</p> <p>Sponsoring the McDonald’s FIFA World Cup™ Player Escort Program in June, which provides more than 1,400 children from more than 20 countries around the world with a trip to Germany to attend the World Cup. There they will have the once-in-a-lifetime opportunity to walk sports heroes onto the pitch at the start of every match.</p>