



FOR IMMEDIATE RELEASE

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TORINO 2006 OLYMPIC WINTER GAMES: McDONALD'S® NEWS AT A GLANCE

TORINO, ITALY (1 February 2006) – As the world turns its attention to Torino, Italy, McDonald's announces an extensive roster of on-site and in-market activities to bring to life its role as the Official Restaurant and TOP Sponsor of the Torino 2006 Olympic Winter Games. McDonald's efforts demonstrate its long-standing support of the Olympic Movement and commitment to promoting balanced, active lifestyles. Highlights include:

McDonald's Restaurant News

- McDonald's launches the official worldwide rollout of product packaging with nutrition information at restaurants in Torino.
- McDonald's once again feeds the world's athletes at the Olympic Games at two new official Olympic venue restaurants conveniently located in the Main Press Center and Olympic Village.
- For the first time, McDonald's will feed the world's athletes at the Paralympic Games
- McCafé® is featured at the Olympic Games for the first time, offering premium coffees, specialty drinks and pastries.
- Other popular breakfast items such as the Egg McMuffin™ Sandwich are available for the first time in Italy in honor of the Games.

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McDonald's 2006 Olympic Champion Crew

- More than 300 top-performing McDonald's restaurant employees from 24 countries are rewarded with a once-in-a-lifetime opportunity to serve athletes, coaches, officials and media in Torino.
- Restaurant staff wear specially-designed fashionable uniforms that reflect McDonald's own Italian-inspired look of the Games.
- A first-time-ever daily blog hosted by the Olympic Champion Crew debuts providing personal, behind-the-scenes insight into their overall experience with articles, photos and video.

Global Marketing Activities

- New worldwide Olympic Games-themed television advertising includes:
 - Three high-energy vignettes featuring Ronald McDonald® having fun on his skis and skates, and
 - Another commercial combining live action footage and computer-generated imagery (CGI) effects to bring a young boy's Olympic dreams to life.
- McDonald's own Italian-inspired look of the Games will include outdoor billboards and other distinctive branded activities throughout Torino at the Olympic Games and, for the first time, the Paralympic Games.
- The Olympic Spirit is celebrated through special customer promotions and on packaging in thousands of McDonald's restaurants around the world.

Balanced, Active Lifestyles Initiatives

- McDonald's markets across the globe are working with more Olympic and Paralympic athletes than ever before, to share the important message of energy balance.
- 20,000 Energy Balance Meters will be distributed to athletes, coaches, officials and media, encouraging people to track their daily steps and calories burned.
- A new grassroots sports program featuring games from around the world to help make activity and fitness fun for kids – called Passport to Play™ – will be showcased in Torino as an example of McDonald's support of physical activity.

McDonald's Environmental Standards Recognized by TOROC

- TOROC, Organizing Committee for the 2006 Olympic Winter Games, has recognized McDonald's for its achievement in the Sponsor and Sustainability program, awarding McDonald's the newly created "Ambiente 2006" logo for its commitment to environmental protection. standards.



McDonald's On-Site Media Events in Torino:

Tuesday, 7 February

- News conference with International Olympic Committee President Jacques Rogge, announcing the official rollout of McDonald's worldwide Nutrition Information Initiative and new product packaging in Torino
 - Hosted by McDonald's President & Chief Operating Officer, Mike Roberts
 - Following the official rollout announcement, Peter Ueberroth, United States Olympic Committee President, and Olympic athletes will join McDonald's (at adjacent 8 Gallery Lingotto) in showcasing a new grassroots sports program that recently debuted in the U.S. The program – called Passport to Play – features games from around the world to help make activity and fitness fun for kids.
 - Time: 1430 hours (2:30 p.m.) at McDonald's restaurant in the Main Press Center

Thursday, 9 February

- "Crew as Stars" event honoring McDonald's 2006 Olympic Champion Crew
 - Hosted by Olympic athletes, entertainers and McDonald's executives
 - Showcasing new Olympic Games-themed television advertising
 - Time: 1000 hours at Pathé Lingotto Multiplex Cinema in 8 Gallery Lingotto

Monday, 20 February

- Ronald McDonald House Charities® special donation of a family waiting area at a local children's hospital
 - Time: 1100 hours at Regina Margherita Children's Hospital, Piazza Polonia 94, Torino

McDonald's Olympic Sponsorship History

McDonald's became an Official Sponsor of the Olympic Games in 1976 and has a long-standing commitment to the Olympic Movement. At the 1968 Olympic Winter Games, McDonald's airlifted hamburgers to U.S. athletes competing in Grenoble, France, after they reported being homesick for McDonald's food. Since then, the company has served its menu of choice and variety to millions of athletes, coaches, their families and fans. The Torino 2006 Olympic Winter Games mark McDonald's fifth Olympic Games as a TOP Sponsor and sixth as the Official Restaurant of the Olympic Games. McDonald's current sponsorship will continue through the 2012 Games in London.

About McDonald's

McDonald's is the leading foodservice retailer with more than 30,000 local restaurants serving quality food to nearly 50 million customers in more than 100 countries each day. Approximately 70 percent of McDonald's restaurants worldwide are owned and operated by independent, local men and women.

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Editor's Note: For more information please contact Katie Scrivano at 1-917-239-7286 or Katie_Scrivano@chi.bm.com. Please visit McDonald's Olympic Resource Center at www.mcdepk.com/OlympicResourceCenter