



FOR IMMEDIATE RELEASE

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McDONALD'S® UNVEILS NEW OLYMPIC GAMES ADVERTISING

- **Ronald McDonald® Tests His Athletic Abilities in Playful Vignettes**
- **Young Boy's Olympic Dreams Brought to Life Through Live Action and Animation**

OAK BROOK, IL (Jan. 24, 2006) – McDonald's today unveiled four new Olympic-themed television advertisements that connect its "*i'm lovin' it*®" brand essence with the magic and ideals of the Olympic Games. The new commercials complement McDonald's broader worldwide Olympic Games campaign to bring the Games to life for its customers around the world in unique and exciting ways.

In the new global television commercials for the Torino 2006 Olympic Winter Games, McDonald's conveys the youthful spirit and optimism customers connect with the brand, as seen through the eyes of a young hopeful boy and the experiences of McDonald's Chief Happiness Officer™ Ronald McDonald. The new executions debut in conjunction with the start of the Games on February 10 in the U.S., and continue airing throughout the Games-time period in other countries including Canada, China, Japan, Germany and other markets across Europe. In addition, the Ronald McDonald vignettes will run in movie theaters across the U.S. from February 1 – 28 before G and PG rated movies.

"We're continuing to let our 'forever young' brand attitude shine through in this entertaining Olympic-Games themed advertising that's all about having fun and getting active," said Mary Dillon, McDonald's Executive Vice President and Global Chief Marketing Officer. "As we have throughout our 30 years of Olympic Games support, we want to connect with consumers across the world through this premier sporting event. Customers have told us that our advertising helps bring the Games to life for them in unique and surprising ways."

Playful Vignettes Test Ronald McDonald's Winter Sports Skills

Three new fun vignettes feature Ronald McDonald, McDonald's balanced, active lifestyles ambassador, training for winter sports including aerials (freestyle skiing), ski jump and pairs figure skating, while commentators and fans watch in surprise.

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The three 15-second ads, developed by Leo Burnett USA (Chicago), build on the popular creative approach developed for the Athens 2004 Olympic Games, in which Ronald® trained in diving, synchronized swimming and hammer throw.

'Olympic Dreams' Commercial Creates Adventure World

McDonald's "Olympic Dreams" commercial, developed by TBWA/Chiat/Day Los Angeles and Motion Theory, bring a young boy's Olympic dreams to life using live action and computer-generated imagery (CGI) effects. The 30- and 60-second spots transport the boy from his real life environment to a world of adventure and excitement, as he executes extraordinary moves, from maneuvering a soccer ball through a magical village, to snowboarding off the moon.

On-the-Ground in Torino

McDonald's Italy will showcase its own unique Olympic Games-inspired, Italian style look of the Games through outdoor creative placed around host city Torino. The vibrant, contemporary designs will be showcased on billboards and banners in a variety of locations from the airport to transit stations. Spectators will find other surprises around Torino, including an oversized McDonald's World Famous Fries® box filled with ski-like fries. The outdoor creative complements the variety of activities McDonald's has planned in Torino including feeding the athletes, officials and media at the Olympic and Paralympic Games; honoring and recognizing McDonald's Olympic Champion Crew; and demonstrating its commitment to balanced, active lifestyles.

Worldwide Olympic Games Effort

McDonald's markets around the world will utilize a variety of marketing approaches to help consumers experience the Olympic Spirit. For instance, McDonald's Canada will feature an Olympic hockey team mini-jersey promotion, as well as a Gold Medal Meal (Big Mac® Extra Value Meal™®), from which a portion of sales will go to help support Canadian athletes preparing for the 2010 Olympic Winter Games. McDonald's Italy will feature a special SMS (short message service) promotion with Worldwide Sponsor Samsung, while McDonald's Japan will broadcast the Games in select restaurants and launch an Olympic Games and Italian-themed menu. Across Europe, Olympic Games-themed packaging will be featured in McDonald's restaurants, while the U.S. will run a premium chicken sandwich promotion nationwide and will feature Olympians on packaging.

In addition, McDonald's markets across the globe are working with their National Olympic Committees and Olympic athletes, hopefuls and moms, to share the important message of energy balance.

McDonald's Olympic 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: Additional information about McDonald's new creative, as well as screen grabs from the new commercials, can be found online at www.mcdepk.com/OlympicResourceCenter.