



## McDonald's® "Are You Mac Enough™?" *Pirates of the Caribbean: Dead Man's Chest* FACT SHEET

### Promotion Details

McDonald's "Are You Mac Enough?" *Pirates of the Caribbean: Dead Man's Chest* Game runs July 4 through July 31 (or while supplies last) at participating McDonald's restaurants in the United States, Puerto Rico and Canada.

Customers who visit participating McDonald's restaurants and purchase a Big Mac®, large fries or large drink (or a Big Mac Extra Value Meal®) receive "Are You Mac Enough?" Game Pieces (one per package) redeemable for a number of cool prizes including 28 cars in 28 days (no purchase necessary to play, please see Official Rules for complete details and on how to obtain a Game Piece by mail).

### How to Win

Players can win the "Are You Mac Enough?" Game in two ways:

- **Instant Win:** Peel an "Are You Mac Enough?" Game Piece off a Big Mac box, 6oz. fry box or 32oz. drink cup to win instantly.
- **Enter-to-Win:** Peel an "Are You Mac Enough?" Game Piece off a Big Mac box, 6oz. fry box or 32oz. drink cup to reveal a Game Code. Customers can:
  - Log onto [www.playatmcd.com](http://www.playatmcd.com) and enter their Game Code
  - Send a text message with their Game Code to 91919 from a cellular phone (applicable rates apply)
  - Call (toll-free) 1-866-9BIGMAC to enter their Game Code

### Top Prizes

Top Prizes from the game include:

- All-New Volvo C70 Convertibles
- Volvo XC90 V8 Sport Utility Vehicles
- Sony PSP™ (PlayStation®Portable) Systems
- 30 GB Video iPod portable music players with custom designed limited edition *Pirates* skins
- Magellan® RoadMate™ 3000T GPS Navigation Systems
- DVD Action Packs, including Memorex® 7" Widescreen Portable DVD Players

### Special Late Night Game

Late night customers get an additional chance to win. A special, Late Night Bonus Code is available to customers on drive-thru sign displays during the hours of 9 p.m. to 2 a.m. (at participating locations) in addition to the Game Code on the packaging. Customers who add the Late Night Bonus Code to the code found on their Game Pieces have the chance to win a walk-on role in a production by Jerry Bruckheimer, producer of *Pirates of the Caribbean: Dead Man's Chest* and many other Hollywood blockbusters.

### Arch Cards

For the first time, McDonald's is featuring re-loadable, limited edition Arch Cards showcasing the stars of *Pirates of the Caribbean: Dead Man's Chest*, including actors Johnny Depp, Orlando Bloom and Keira Knightley. The three limited edition Arch Cards are available for purchase at participating McDonald's restaurants (while supplies last) and pre-loaded limited edition Arch Cards are included as prizes in the game.

### About McDonald's

McDonald's USA, LLC is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information about McDonald's visit [www.mcdonalds.com](http://www.mcdonalds.com).