



**FOR IMMEDIATE RELEASE**

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**McDONALD'S® TIES IN WITH DISNEY'S *PIRATES OF THE CARIBBEAN: DEAD MAN'S CHEST* ON INTERACTIVE SUMMER PROMOTION OFFERING MILLIONS OF CUSTOMERS THE CHANCE TO WIN BIG!**

**McDonald's "Are You Mac Enough™?" Pirates of the Caribbean Game Begins July 4 Prizes Include Cars, Electronics, Walk-on Movie or TV Role and More**

**OAK BROOK, IL. (June 28, 2006)** – McDonald's adds to its successful line-up of games with the July 4 launch of "Are You Mac Enough?" McDonald's *Pirates of the Caribbean: Dead Man's Chest*. The promotion, running through July 31 (or while supplies last) at participating McDonald's restaurants in the United States, Puerto Rico and Canada, offers customers the chance to win an array of cool prizes including 28 cars in 28 days. The game centers around one of the most highly anticipated movies of the summer – Disney's *Pirates of the Caribbean: Dead Man's Chest*, in theaters nationwide July 7.

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 great prizes (no purchase necessary to play, please see Official Rules for complete details and on how to obtain a Game Piece by mail).

Top prizes include Volvo XC90 V8s and all-new Volvo C70s, Magellan® RoadMate™ 3000T GPS Navigation Systems, Sony PSP™ (PlayStation®Portable) systems, 30 GB video iPod portable music players with custom designed limited edition *Pirates* skins, Memorex® 7" Widescreen Portable DVD Players and many other great prizes. In addition, instant win prizes such as limited edition *Pirates of the Caribbean* Arch Cards and exclusive soundtrack music downloads will be awarded daily, making for thousands of guaranteed winners during the month-long promotion.

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, and customers can:
  - Log onto [www.playatmcd.com](http://www.playatmcd.com) and enter your Game Code
  - Send a text message with your Game Code to 91919 from your cellular phone (applicable rates apply)
  - Call (toll-free) 1-866-9BIGMAC to enter your Game Code

"McDonald's 'Are You Mac Enough' game offers customers a treasure chest of cool prizes and the opportunity to win big during our month long promotion," said Kent Voetberg, Marketing Director, McDonald's USA. "Combine one of the hottest movies hitting theaters this summer with great food and cool prizes, and McDonald's is the place to be for all the pirates out there!"

"Disney fans and McDonald's customers have shared movie excitement together for nearly three decades," said Cherise McVicar, Senior Vice President, Buena Vista Pictures Marketing. "The *Pirates of the Caribbean: Dead Man's Chest* program at McDonald's promises to deliver a high-tech, interactive movie experience. We're very excited about the promotion as well as our relationship with McDonald's on this film."

### **Special Late Night Game**

Late night McDonald's customers have an additional opportunity to win prizes. A special, Late Night Bonus Code will be provided to customers on drive-thru sign displays between the hours of 9 p.m. and 2 a.m. (at participating locations). 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 other blockbusters including *Remember the Titans*, *The Rock* and *Armageddon*.

### **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 will be 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).

### **About The Walt Disney Studios**

Walt Disney Studios is a unit of The Walt Disney Company (NYSE: DIS) and distributes motion pictures under Walt Disney Pictures, Walt Disney Feature Animation, Disney-Pixar Animation and DisneyToon Studios as well as Touchstone Pictures, Hollywood Pictures and Miramax Films. Buena Vista International serves as the studio's international distribution arm. Buena Vista Home Entertainment and Buena Vista Home Entertainment International together distribute Disney and other film titles to the rental and sell-through home entertainment markets worldwide. Buena Vista Theatrical Productions is one of the largest producers of Broadway musicals, and the Buena Vista Music Group distributes original music and motion picture soundtracks under its four record labels: Walt Disney Records, Buena Vista Records, Hollywood Records and Lyric Street Records.

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