



**FOR IMMEDIATE RELEASE**

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**McDONALD'S® BRINGS THE JOY OF SHREK®  
TO CUSTOMERS AROUND THE WORLD**

***Worldwide Promotion of DreamWorks Animation's "Shrek The Third™"  
Represents Evolution in McDonald's Offerings for Kids and Families***

**OAK BROOK, Ill. (May 8, 2007)** – The Golden Arches® are going green for “Shrek The Third” as McDonald’s launches one of its largest and most exciting promotions ever. Kids and families around the world will experience Shrek like never before, from high-tech Shrek Happy Meal® toys created in eight languages, to an innovative online community dedicated to kids, to the company’s single biggest promotion of fruit, vegetables and milk. Shrek will arrive at participating McDonald’s restaurants in North America from “Far Far Away” on May 11, the first stop in the company’s multi-faceted global promotion designed to reach customers with a focus on wholesome, quality entertainment with a purpose – the well-being of children and families.

“We’re committed to bringing our customers the best and most trusted properties around,” said Mary Dillon, global chief marketing officer, McDonald’s. “Shrek, one of the most beloved characters in the world, is helping us bring special excitement to our restaurants, everything from food and fun to activities and entertainment.”

### **“Go for Green” in the United States**

In the United States, McDonald's is celebrating the arrival of “Shrek the Third” with its “Go for Green” message. The campaign showcases a variety of food choices including Premium Salads, Premium Chicken Sandwiches, fun desserts and a Happy Meal featuring Chicken McNuggets® Made with White Meat, Apple Dippers (fresh, peeled apple slices with optional low-fat caramel dipping sauce), and low-fat white or chocolate Milk Jugs served in child-friendly containers with Shrek packaging to encourage consumption.

Beginning May 11, participating McDonald's restaurants in the United States also will offer customers limited-edition Shrek Arch Cards featuring four beloved Shrek characters, as well as four unique collector's glasses. Each 16 oz. collector's glass features a main Shrek character with a scene from “Shrek the Third” and will be available with any food purchase, while supplies last, at the recommended retail price of \$1.99.

“The premiere of ‘Shrek the Third’ at McDonald's is about offering our guests an exceptional experience inside and outside of the restaurant,” said Bill Lamar, chief marketing officer, McDonald's USA. “High quality food choices, combined with the magic and adventure of Shrek, provide kids and families with unforgettable fun only available at McDonald's.”

### **McDonald's and DreamWorks**

“Shrek The Third’ is the first global promotion resulting from McDonald's partnership with DreamWorks,” said Roger Enrico, chairman, DreamWorks Animation SKG™. “This is a wonderful example of the power of the partnership to speak to millions of children with positive experiences that make them laugh while also delivering encouragement and inspiration.”

### **The “Shrek Effect” Goes Global**

The excitement of Shrek will be brought to life in McDonald's markets in more than 100 countries around the world, including:

- **Canada:** Shrek will be featured on Happy Meal packaging with Apple Dippers and low-fat Milk Jugs. Will also offer four unique collector's glasses. Each 16 oz. glass features a main Shrek character with a scene from “Shrek the Third.”
- **Australia:** Offering a “Far Far Away Pasta Happy Meal” June 13 to July 12, featuring Shrek-shaped pasta. Also giving customers the chance to win one of five “Family Ogre-Whelming Shrek Adventures” to exciting destinations including Sea World Resort and Warner Bros. Movie World.

- **Europe:** Partnering with Nokia to offer a young adult mobile promotion in which customers can send an SMS text message to receive Shrek screenshots, animations and more.
- **Hong Kong, Singapore and Russia:** Selling Shrek ears to benefit Ronald McDonald House Charities®.
- **Latin America:** Will be featuring Fiona Salads. In addition, will debut a fun, larger-than-life outdoor campaign featuring Shrek-themed road and public transportation billboards, oversized airport posters, full-coverage exterior train ads, and a unique escalator teaser.
- **United Kingdom:** Featuring Shrek on Happy Meal items including carrot sticks, organic milk and fruit bags. McDonald's U.K. has also teamed up with HarperCollins Children's Books and WH Smith to offer vouchers on Shrek Happy Meal boxes for discounts on exclusive Shrek books.

"I'm impressed with McDonald's worldwide commitment to promote activity, encourage balanced food choices and doing this in a fun and engaging way," noted Dr. Michele Borba, internationally recognized parenting expert, educator, and member of McDonald's Global Moms Advisory Panel. "This is very consistent with the counsel that the Mom's Panel has been giving McDonald's. It's clear they are listening."

### **McDonald's Online Kids' Platform**

The Shrek cast are the first characters to star in McDonald's new online kids program dedicated to kids well-being. The site, which launches with "Shrek's Treketh to Adventure," is designed to stimulate imagination and activity through online games and energetic, offline activities and challenges. As kids complete each activity, they earn points redeemable for digital downloads such as sound mixers, screensavers and IM buddy icons.

This new kids digital community will be available in English on May 11 at [www.happymeal.com](http://www.happymeal.com) and [www.mcdonalds.com](http://www.mcdonalds.com) and will launch in multiple languages in the coming weeks.

McDonald's will expand the site to include new online and offline activities coinciding with future McDonald's initiatives. Upcoming site themes include such entertainment properties as Sony Pictures Entertainment's "Surf's Up™" and DreamWorks Animation's "Bee Movie™." The site will also expand to help kids and families learn more about World Children's Day™, an annual fundraiser for kids in need around the world, and experience the fun and excitement of the 2008 Olympic Games in Beijing, of which McDonald's is a TOP Sponsor.

**McDonald's and Shrek TV Commercial**

As part of McDonald's DreamWorks partnership, the studio has created original animation for McDonald's new global TV spot. The commercial will be customized by countries and will begin airing May 11 in the United States and in select countries around the world throughout the coming months.

**About McDonald's**

McDonald's is the leading global foodservice retailer with more than 30,000 local restaurants in 118 countries. Approximately 70 percent of McDonald's restaurants worldwide are owned and operated by independent, local men and women. Please visit [www.mcdonalds.com](http://www.mcdonalds.com) to learn more about the company.

**About DreamWorks Animation SKG, Inc.**

DreamWorks Animation SKG (NYSE-DWA) is devoted to producing high-quality family entertainment through the use of computer-generated (CG) animation. Utilizing worldclass creative talent and state-of-the-art technological capabilities, the company is committed to making two computer-animated feature films a year that appeal to a broad movie-going audience.

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For more information and photos of "Shrek The Third" at McDonald's, please visit [www.mcdepk.com/shrek](http://www.mcdepk.com/shrek).

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