



For Immediate Release

Contact information:

Lori Miller
McDonald's Corporation
630-623-3913

Rashada Jamison
GolinHarris
312-729-4199

TOP 1% OF McDONALD'S RESTAURANT MANAGERS HONORED WITH PRESTIGIOUS NATIONAL AWARD

CHICAGO (March 16, 2005) – The nation's top McDonald's restaurant managers gathered in Chicago to receive the Ray Kroc Award this week. The Ray Kroc Award is an annual performance-based award that recognizes the top one percent of McDonald's restaurant managers in the country. Named after McDonald's corporate founder Ray Kroc, the award is given to managers who deliver superior results in selected areas of performance -- operational excellence, reinforcing McDonald's commitment to people, and building the business.

Only 135 managers were chosen this year to receive the Ray Kroc Award, an honor that comes with a cash award, a Ray Kroc award trophy and pin and a trip to Chicago for an awards gala, March 15. The banquet was hosted by Ralph Alvarez, President, McDonald's North America at Chicago's Renaissance Hotel.

Ray Kroc built the McDonald's business on the belief that greatness can only be achieved through the dedication and support of a company's people. The award was named after him based on his commitment to people and recognizing their contributions to the organization he helped establish.

"I am honored to congratulate the top one percent of McDonald's restaurant managers in the country," Ralph Alvarez, President, McDonald's North America. "We are proud to pay tribute to

the best and brightest managers in our system for the critical role they play in delivering a truly outstanding restaurant experience.”

McDonald's Owner/Operators and/or regional staff nominate restaurant managers for the Ray Kroc Award to recognize their hard work, dedication and commitment to McDonald's. From there, a selection committee of representatives from McDonald's Operations, Training and Human Resources select the top one percent of McDonald's Restaurant Managers for the Ray Kroc Award.

About McDonald's

McDonald's is the leading global foodservice retailer with more than 30,000 local restaurants serving nearly 50 million people in 119 countries each day. Approximately 70 percent of McDonald's restaurants worldwide are owned and operated by independent, local businessmen and women.

#

©2005 McDonald's Corporation and affiliates