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McDONALD'S® TO STEP-UP SNACKING OPTIONS WITH THE NEW SNACK WRAP
Consumer Commuting and Multitasking Increase Propensity to Eat On The Go

OAK BROOK, Ill. (August 1, 2006) – According to CREST research data, young adults (18 to 24) are three times more likely to choose McDonald's for an afternoon snack than any other quick-service restaurant. As a result of today's nationwide launch of McDonald's new Snack Wrap, that trend could continue to climb.

The new Snack Wrap is made with crispy, juicy premium chicken breast meat, cheddar jack cheese, crisp lettuce and a creamy ranch sauce, wrapped inside a soft flour tortilla all for only \$1.29.

With more people on the go, a 2004 Data Monitor survey found that the total number of snacks eaten is expected to rise by 9.7 billion over the next five years from 66.1 billion to 75.8 billion around the world. Asked when they most often eat food, more than 80 percent of Americans said "in the car, on the way to work or during an activity," according to the same Data Monitor survey.

"McDonald's developed the Snack Wrap to accommodate the lifestyles of our customers who are always on the go and want a quality product made with premium ingredients," said Ralph Alvarez, President of McDonald's North America. "The portability, value and overall great taste of the Snack Wrap take snacking to a whole new level."

Each year McDonald's sells more than 600 million pounds of premium chicken. McDonald's is the foodservice industry's leading seller of chicken strips and chicken sandwiches. And with consumption rates of chicken continuing to increase, McDonald's offers customers plenty of quality chicken options, such as Chicken Selects®, Premium Chicken Sandwiches®, Chicken McNuggets® and Premium Salads with chicken.

McDonald's premium chicken is produced in the U.S. by the industry's top suppliers, such as Tyson® which is known for poultry and meats that consumers choose for their own kitchens. All Snack Wrap ingredients are supplied by industry leaders known for quality foods that customers trust, such as Sargento®, Mission Foods®, Mullins Food Products and Fresh Express®.

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 on McDonald's, visit www.mcdonalds.com.

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