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FRESH AND BOLD AND DRESSED FOR SPRING!
*Celebrity Stylist and Author June Ambrose Announces Her Top Pick for Spring –
McDonald's® New Southwest Salad*

OAK BROOK, Ill. (April 17, 2007) – With warmer weather heralding the change of season, McDonald's breaks out of winter and leaps into spring with the debut of the Southwest Salad – a bright, bold and fresh creation for its Premium Salad Line-up.

"What's hot this season in the world of food, fashion and beauty is the return of bold colors, layering and fresh authenticity," said June Ambrose, celebrity stylist and author of *Effortless Style: Make Looking Good Look Easy*. "McDonald's new Southwest Salad first caught my eye because it has all this and more – a mixture of zesty ingredients, colorful array of fresh vegetables and greens, and authentic southwest flavors."

Available for a limited time only, starting April 17, the Southwest Salad is a mouth-watering combination of ingredients, starting with a blend of up to 15 premium mixed greens and a cilantro-lime glazed, warm chicken breast (served grilled or crispy). The salad is topped with a delectable blend of vegetables including oven-roasted tomatoes, bold black beans, fire-roasted corn, and spicy poblano peppers. As a finishing touch and to add a final burst of flavor, this hearty salad is also served with zesty chili-lime tortilla strips, a fresh lime wedge and Newman's Own® All-Natural Southwest Dressing.

"McDonald's Southwest Salad is my salad of choice when I'm looking for a tasty and filling meal for lunch or dinner," Ambrose said. "This is a designer salad without the designer price tag; it just doesn't get any better than that."

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The Southwest Salad will be available at participating McDonald's restaurants for the recommended retail price of \$4.29.

“The Southwest Salad is inspired by the authentic tastes of chili and lime flavors found in traditional southwest cooking,” said Dan Coudreaut, Director of Culinary Innovation, McDonald’s USA. “It’s not one ingredient in particular that takes this salad above and beyond, but the unique combination of bold and tangy flavors and fresh vegetables that indulge the palate.”

The ingredients used in McDonald’s Premium Salads set them apart from the rest. Working with leading suppliers, McDonald’s ensures its customers enjoy top-notch ingredients, and have a quality experience each time they dine. McDonald’s chicken is produced by leading suppliers including Tyson® and Keystone®, who are known for select poultry that consumers prefer and trust. The Newman’s Own All-Natural salad dressings that top off each of the Premium Salads at McDonald’s have been available nationwide since the launch of the Premium Salad line in 2003.

Since the beginning of the Premium Salad program in 2003, customers have purchased more than 500 million premium salads -- equating to more than 900 million servings of fruits and vegetables.

About Newman’s Own

Newman's Own is a leading premium national food company that was founded by Paul Newman. Newman’s Own now offers over 100 varieties of delicious, all-natural food products. The motto of Newman’s Own is shameless exploitation in the pursuit of the common good. Paul Newman and the Newman’s Own Foundation donate all profits and royalties after taxes to educational and charitable purposes. Paul Newman and the Newman’s Own Foundation have given over \$200 million to thousands of charities since 1982. Learn more at www.newmansown.com.

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.

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