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McDonald's Electronic Press Kit
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**STAR WARS™: THE CLONE WARS™ AND McDONALD'S® JOIN FORCES FOR
AN INTERGALACTIC HAPPY MEAL® EXPERIENCE**

STAR WARS: THE CLONE WARS Happy Meal Features Must-Have Toy Collection, Unique Online Experience

OAK BROOK, Ill. (August 14, 2008) – This summer, McDonald's ventures into a galaxy far, far away for the first time ever. McDonald's and Lucasfilm Ltd. are teaming up to create a highly anticipated Happy Meal program, which will be available for an exciting four-week period (August 15-September 11). Imaginations will take flight at McDonald's as customers of all ages join the intergalactic battle in the new *STAR WARS: THE CLONE WARS* - themed Happy Meal experience.

"We're very excited to announce our first-time collaboration with Lucasfilm Ltd., brought to life through our *Star Wars: The Clone Wars* Happy Meal," said Rebecca Anderson, Marketing Manager for McDonald's USA. "Families and *Star Wars* fans alike are sure to enjoy this exclusive *Star Wars* experience at McDonald's."

Collectable Toys in the Restaurants

Based on the action-packed, CG-animated theatrical release *STAR WARS: THE CLONE WARS*, from Lucasfilm Animation, the Happy Meal features a collection of 18 bobble-head toys designed exclusively for McDonald's. The collection includes classic *STAR WARS* characters as well as all-new characters from *THE CLONE WARS*, all uniquely designed in Lucasfilm Animation's signature style. McDonald's guests will receive one of 18 *STAR WARS* toys with the purchase of a Happy Meal at participating McDonald's restaurants, while supplies last.

From *STAR WARS: THE CLONE WARS*, the characters include Anakin Skywalker, Obi-Wan Kenobi, Yoda, Asajj Ventress, Ahsoka Tano (Anakin's new padawan learner), Captain Rex, Padmé Amidala, C-3PO and R2-D2. The Happy Meal collection also features favorite heroes and villains from the entire *STAR WARS* Saga: Luke Skywalker, Han Solo, Princess Leia, Chewbacca, Wicket the Ewok, Darth Vader, a Stormtrooper, Boba Fett and General Grievous.

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Each bobble head is posed on one of the unforgettable vehicles from the *STAR WARS* Saga, such as the *Millennium Falcon* and Republic Gunship, and includes unique playable features, such as Darth Vader's breathing, Ahsoka's light-up lightsaber, and wind-up walkers like Chewbacca on an AT-ST.

STAR WARS Characters Visit Happy Meal Virtual World

Adding to the fun, McDonald's invites its youngest customers to continue their *STAR WARS* experience online with a Jedi quest at the new Happy Meal Virtual World, an additional online experience that is currently available through www.happymeal.com. The new Virtual World web site launched in early July, creating a free online world that kids can design for their own personal play experience.

The *STAR WARS: THE CLONE WARS* visit to the Virtual World introduces a new space-station destination available for kids at the web site. Jedi Master Yoda will arrive on the Republic Gunship and guide Virtual World visitors on a special Jedi quest featuring other characters from the animated film. Kids will find special codes on *STAR WARS: THE CLONE WARS* Happy Meal packaging that allow them to unlock six additional top-secret Jedi quests in the virtual world. The *STAR WARS: THE CLONE WARS* online adventure is available through September 10.

"McDonald's continues to look for innovative and relevant ways to inspire play and fun times for kids and families – both in our restaurants and, now at home with our new Virtual World at happymeal.com," said Anderson. "Parents and their kids will find a safe online experience that is free every single day and that motivates kids to take on challenges that empower them and inspire their imaginations."

McDonald's guests have the opportunity to enjoy a variety of quality food choices with their Happy Meal purchase including Apple Dippers (fresh, peeled apple slices) served with low-fat caramel dipping sauce, and low-fat white Milk Jugs, served in easy to handle containers. *STAR WARS: THE CLONE WARS* characters and Darth Vader are also featured on Happy Meal packaging including four uniquely designed Happy Meal boxes as well as Apple Dipper and White and Chocolate Milk Jug packaging. The *STAR WARS* Happy Meal toys are recommended for children over the age of three. McDonald's restaurants also offer Happy Meal toys suitable for children under age three to customers upon request.

About Lucasfilm Ltd.

Founded by George Lucas in 1971, it is a privately held, fully integrated entertainment company. In addition to its motion-picture and television production operations, the company's global activities include Industrial Light & Magic and Skywalker Sound, serving the digital needs of the entertainment industry for visual-effects and audio post-production; LucasArts, a leading developer and publisher of interactive entertainment software worldwide for video game console systems and PC; Lucasfilm Animation, founded in 2003 to create both animated features and television productions; and Lucas Licensing, which manages the global merchandising activities for Lucasfilm's entertainment properties. Additionally, Lucas Online creates Internet-based content for Lucasfilm's entertainment properties and businesses. Lucasfilm's motion-picture productions include five of the 20 biggest box-office hits of all time and have received 16 Oscars and 48 Academy Award nominations, while Industrial Light & Magic has received 14 Academy Awards and Skywalker Sound has received 18 Oscars. Lucasfilm's television projects have won 12 Emmy Awards.

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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