

# McDONALD'S® COMMITMENT TO BALANCED, ACTIVE LIFESTYLES

## Global Fact Sheet

### OVERVIEW

As a global leader, we care about our customers and are taking action around the world to encourage balanced, active lifestyles. McDonald's is committed to being part of the solution, and our worldwide nutrition information initiative is the latest step in this important effort.

We focus our work in three priority areas:

- Offering menu choice and a variety of freshly prepared, high-quality foods
- Promoting physical fitness and activity
- Providing relevant and accessible nutrition information to our customers

To help consumers better understand the importance of energy balance – balancing food consumption and physical activity, we launched a worldwide public awareness campaign to inform them on energy balance. *"it's what i eat and what i do™ ... i'm lovin' it®"* further extends McDonald's commitment to inspiring and motivating people to pay attention to Energy IN – the foods they eat – and Energy OUT – their level of activity or exercise – in order to find their balance.

Balanced, Active Lifestyles efforts underway around the world include:

### ASIA PACIFIC/ AFRICA

- **Hong Kong's Fresh Choices Menu™** includes Grilled Chicken Salad and Green Salad – both offered with three dressing choices – and as well as fruit yogurt
- Happy Meal® options in **China** now include a Filet-o-Fish®, cheese and egg sandwich on a steamed bun, yogurt and milk
- Happy Meal options in **Hong Kong** and **Korea** include Corn Cups and fresh milk
- Happy Meal beverage choices in **Japan** include two 100% fruit juices and a fruit-vegetable juice blend, as well as milk and oolong tea
- Both Japan and Taiwan introduced new sandwiches – **Japan** features a pork Teriyaki Burger and **Taiwan** offers a Toasted Rice Burger
- Combining charity with physical fitness, **Japan** sponsored a Charity Walk-a-Thon to raise funds for Ronald McDonald House Charities® and promote walking as a simple way to get active
- Also in **Japan**, "Shokuiku no jikan" or "Food Education Time" offers teaching materials for elementary and junior high schools' general studies, seeking to increase awareness among children about the joy of eating right and the importance of a balanced diet
- **Australia's** menu features some of the country's top brands to encourage customers to eat breakfast, including Kellogg's® cereals, Berri® juices and Nestle® yogurts
- Happy Meal options are available in **Australia** for breakfast and afternoon meals, including grilled cheese and tomato sandwiches and orange juice
- In **Australia**, the Salads Plus™ menu was extended to include a new lean beef burger and real fruit smoothie
- Deli Choices™, a sandwich menu introducing a new taste and freshness to the Australian market, feature deli-type sandwiches with three out of the seven choices containing less than 10 grams of fat
- McDonald's in the **Middle East, Malaysia, Hong Kong** and **South Africa** offers a Grilled Chicken Foldover (called McArabia in Middle Eastern countries; Grilled Chicken Flatbread in Hong Kong)
- **New Zealand** launched "What's On Your Plate™ with Willie Munchright™" – a McDonald's nutrition and fitness education program for children

## EUROPE

- Countries across **Europe** launched Salads Plus™ menus that include a choice of two or more meal-size salads, a side salad, a fresh fruit bag, and other sandwich options
- Fruit and yogurt offerings in 16 **European** countries
- **Happy Meal Choice in the UK** now includes Fruit Bags with grapes and apples, semi-skimmed organic milk, Chicken Grills, carrot bags, Wobble-icious™ fruit jelly made with 99% fruit juice, and Tropicana Orange Juice
- **McDonald's UK** has sold more than 12 million Fruit Bags, containing slices of apple and grapes since their launch in 2003 – becoming one of the leading retailers of prepared fruit in the UK.
- New Happy Meal options include Danone® Drinkable Yogurt in **France, Spain and Germany**, flavored water in **France** and fruit cups in **Italy**
- Carrot slices are offered in **Denmark** and **Sweden**
- **McDonald's UK** has created a series of educational advertisements featuring animated characters called the “YumChums,” using song and dance to teach children about eating right and staying active
- McDonald's **Europe** sponsors championship football events such as FIFA World Cup™ and UEFA European Championship to help bring the inspiration of world-class sport to the global stage
- **McDonald's UK** is working in partnership with the four national Football Associations in England, Scotland, Ireland and Wales to recruit and train 10,000 new community football coaches by 2006 to provide grassroots football coaching in communities across the UK. So far the program has trained over 7,000 coaches, benefiting over 3 million children.
- As part of a broader training program, in 2005, the **UK** distributed 250,000 pedometers to its crew
- In 2005, **McDonald's UK** launched Team Sport, made up of three generations of Britain's sporting best who will communicate to parents and children about 'being active for 60 minutes a day'.
- **Germany** is a founding member of a cross-sector platform to provide education on nutrition and exercise initiated by the Ministry of Consumer Protection, Nutrition and Agriculture
- **McDonald's Sweden** hosts an annual “Olympic Day Run-Happy Mile” race for children in partnership with the Swedish Athletics Association and Swedish Olympic Committee. This year almost 10,000 children participated in 68 locations
- **McDonald's Netherlands** is the main sponsor of National Sports Week in collaboration with the NOCNSF, communities, governments, and sports retailers
- **McDonald's Italy** will be the host of the 2006 Olympic Winter Games and Paralympic Games in Torino in February and March
- **McDonald's Germany** will host the FIFA World Cup™ in 2006 and sponsor the McDonald's Player Escort Program

## LATIN AMERICA

- **Brazil's** Happy Meals have been awarded the seal of the São Paulo State Pediatric Society for their nutritional content
- **Venezuela** introduced fruit juices as a substitute for soft drinks in Happy Meals
- **Chile** has a Mediterranean hamburger and calzone caprese with fresh tomatoes and basil
- As part of a relationship with the Health Ministry Department, **Brazil** offers brochures with information on its products and nutrition tips; a page on their web site allows consumers to determine the nutrition information of their favorite McDonald's meals
- **Brazil** collaborates with a local newspaper in sponsoring one of the largest student athletics competitions in the country, known as the Inter McDonald's
- **Caribbean Region** offers Tuna, Garden Cheese, Grilled Chicken and Garden Corn salads
- **Brazil** offers whole apples and coconut water
- **Puerto Rico** added Oatmeal to their menu
- **Panama** introduced a new Ronald McDonald® School Show teaching children about fitness and well-being; they also host sports clinics for children
- McDonald's **Puerto Rico** supports over 100 local children's basketball tournaments
- Ronald McDonald gets parents and children up and moving in **Venezuela** with his show that conveys messages on energy balance; the Ronald show is featured as part of the “Ja Ja Mundo™” experience – daily interactive activities for children at McDonald's restaurants

## CANADA

- Many restaurants in **Canada** feature in-store displays with tips and suggestions for customers, outlining ways to modify their McDonald's meal to reduce levels of fat, calories or carbohydrates
- More than 5.5 million meal-size salads and 1.5 million side salads have been sold
- Toasted Deli Sandwiches, with French, whole wheat and rye rolls, were introduced last year
- Happy Meal® Choices™ in **Canada** include grilled cheese sandwiches and apple slices
- Nutrition information for menu items is available on posters at the front counter
- In conjunction with the Canadian Olympic Committee, **McDonald's Canada** promotes physical activity among students through the McDonald's *Go Active!*™ Fitness Challenge
  - Participating schools are provided with a set of exercises, training materials, and tools to monitor students' fitness levels during periodic tests throughout the year
  - Classes completing the program receive cash-equivalent credits for physical education equipment

## UNITED STATES

- **McDonald's U.S.** introduced "Passport to Play™," an in-school program that motivates children to be more active in unique and fun ways during grade school physical education classes. With Passport to Play, children engage in playground games and physical activities from around the world, while learning more about the culture and country where the activities originate. Passport to Play will be activated in 31,000 U.S. schools and includes a national tour that will make stops at more than 90 schools, reaching 7 million school children in 2005
- McDonald's U.S. is expected to serve 55 million pounds of apples this year, making it the leading purchaser of apples in the restaurant and food service industry
- Since the introduction of Premium Salads, the U.S. has served over 300 million salads, providing customers with more than 600 million servings of vegetables
- McDonald's Fruit & Walnut Salad, which contains 1.5 cups of fruit, is available all day, including at breakfast
- One percent low-fat white and chocolate milk have been introduced in plastic milk Jugs
- Happy Meal choices include 1% low-fat regular and chocolate Milk Jugs, Minute Maid® 100% pure apple juice, and Apple Dippers (sliced apples served with an optional low-fat caramel dip)
- Nutrition information and tools are available to customers on McDonald's food and nutrition website
- Bob Greene, exercise physiologist and personal trainer, works with McDonald's to encourage physical fitness by leading his "Go Active! American Challenge"
- Customers in the **U.S.** can call the toll-free Quality & Nutrition Information line at 1-877-MCD-FOOD
- Ronald McDonald uses magic, dance, dancing and games in "Get Moving with Ronald McDonald™" community shows to teach kids about the importance of fitness and physical activity
- 30 million Stepometers™ given to customers with the Go Active!™ Adult Happy Meal in the **U.S., Latin America and Europe** in 2004
- Willie Munchright®, the animated host of *What's on Your Plate*® nutrition education program, has taught millions of kids in the **U.S., Spain, Portugal, New Zealand, the Arabian Gulf countries and Lebanon**, among others, about the importance of smart food choice and physical activity

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