

Balanced, Active Lifestyles has been on our menu for more than 30 years...

While balanced, active lifestyles initiatives are currently on the forefront, for more than 30 years now, McDonald's has offered menu choice, promoted physical activity and provided information to inspire our customers to incorporate balanced eating and activity into their lives.

Timeline:

- 1955:** Ray Kroc opens his first McDonald's restaurant in Des Plaines, Illinois, USA
- 1971:** Opened first PlayPlace in Chula Vista, California McDonald's restaurant
- 1973:** Led the restaurant industry by providing customers with nutrition and ingredient information for popular menu items
- 1976:** Developed food exchange lists for diabetic and weight control diets
 - Became an Official Sponsor of the Olympic Games
- 1986:** Introduced salads and switched from whole milk to 2% milk
- 1990:** Provided nutrition and ingredient information for popular menu items in our U.S. restaurants with our *McDonald's Food: the Facts* brochure
 - Switched from 2% milk to 1% low fat milk
- 1991:** Added McLean Deluxe, the 91% fat-free hamburger sandwich to the U.S. menu
- 1992:** Launched "What's on Your Plate®" nutrition education program for children, featuring host Willie Munchright
- 1994:** Developed restaurant trayliners to help educate customers about the U.S. FDA's new Nutrition Facts food label
- 1996:** Launched a nutrition section on www.mcdonalds.com
- 1997:** Extended our Olympic partnership to the Worldwide TOP program
- 2000:** Introduced the Fruit 'n Yogurt Parfait in the U.S.
- 2002:** Introduced carrot sticks in Sweden



2003: Debuted Premium Salads in the U.S.; organic milk and free-range eggs in the U.K.

Established McDonald's Global Advisory Council on Balanced, Active Lifestyles; see http://mcdonalds.com/corp/values/socialrespon/resrecogn/expert_advisors0.html for member list

Added Bag A McMeal™ and “customize a menu item” tools to the Food, Nutrition & Fitness section on www.mcdonalds.com

Provided McDonald's & You® nutrition brochure series in restaurants

Became a global sponsor of the annual Olympic Day Run as part of McDonald's Olympic Games sponsorship

2004: Served Premium Salads on five continents – Asia, Australia, Europe, North America and South America

Launched the Go Active! Adult Happy Meal...including a Premium Salad, bottled water, Stepometer™ and walking tips booklet...in the U.S. and 16 countries across Europe

Added 100% pure apple juice to the U.S. menu

Expanded menu choices around the world with new fruit, vegetable, chicken, yogurt and milk options

Launched www.GoActive.com, a global website developed to promote balanced, active lifestyles. The site, available in seven languages, features fitness tips and a free interactive personal trainer

Promoted walking by distributing 30,000 Stepometers™ to athletes, trainers and spectators at the 2004 Olympic Games in Athens and 30 million Stepometers™ to consumers throughout the U.S., Latin America and Europe

Listed nutrition information on trayliners in restaurants worldwide

2005: Announced McDonald's nutrition information initiative

Augmented our commitment to balanced, active lifestyles with “it's what i eat and what i do™...i'm lovin' it®” ... a comprehensive public awareness campaign to reinforce the importance of energy balance. Elements include:

- A worldwide team of Olympic Athletes, Hopefuls and Moms who serve as ambassadors for the balanced, active lifestyles message
- Development of an energy balance Finding Your Balance Quiz. The quiz, developed with health professionals and physical activity experts, features basic questions about nutrition and physical activity and appears on our global website, www.GoActive.com

