

October 25, 2005

## **Statement from McDonald's® Global Advisory Council on Balanced, Active Lifestyles**

The McDonald's Global Advisory Council on Balanced, Active Lifestyles supports McDonald's new worldwide nutrition information initiative. As a body, we have worked with McDonald's to identify new and innovative ways to enable consumers to make informed menu choices. Putting nutrition information on their product packaging, websites, and other in-restaurant communication vehicles is a fundamental step to accomplish this objective. Universal, non-language dependent symbols were created to provide consumers with a clear, user-friendly format for evaluating somewhat complicated information. This approach represents a creative step to minimize the confusion that surrounds nutrition and diet.

The Global Advisory Council is optimistic about the potential impact of today's announcement. We believe that this effort will raise awareness on a very important subject. Additionally, we hope this will help people make informed decisions throughout the week – whether they're eating at home or eating out. Consumers will benefit from this initiative and we encourage others in the restaurant and food service industry to follow suit.

### **About McDonald's Global Advisory Council**

The Global Advisory Council on Balanced, Active Lifestyles is comprised of independent experts in the areas of nutrition, public health and fitness. Since its inception in May 2003, the Council has provided input and guidance to McDonald's on the company's three Balanced, Active Lifestyles focus areas: offering additional menu choices, promoting physical activity, and providing accessible nutrition information.