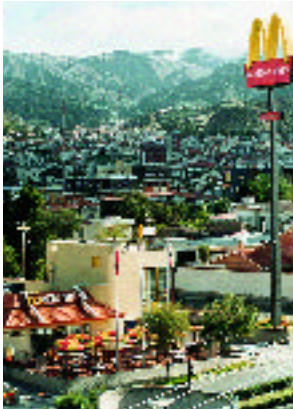


# what's bee

## McDonald's reaches new heights!

While McDonald's has always had the highest standards, we surpassed even those when we opened in Bolivia, our 106th country. Situated at more than 11,000 feet above sea level, the restaurant in La Paz is the highest altitude McDonald's in the world. The restaurant offers our traditional menu, with cooking procedures modified to accommodate the altitude. More than 10,000 customers visited the restaurant on opening day.



## Ronald goes around the world

Ronald McDonald occupies a special place in the hearts of the world's children. They know when this loving and trusted friend is around—fun, laughter and games can't be far behind! Ronald met even more kids in 1997, when McDonald's opened in eight more countries or territories—Bolivia, Cyprus, Ecuador, Isle of Man, Macedonia, Reunion Island, Suriname and Ukraine. This makes 109 markets enjoying the great taste of McDonald's and the great fun of the world's favorite clown!



## McDonald's named "Best Drive-Thru in America"

McDonald's was recognized for providing the "Best Drive-Thru Service in America." McDonald's ranked first of all national chains on a composite index that measured drive-thru speed, accuracy, menuboard appearance and speaker clarity. In conducting the survey, market researchers from Sparagowski & Associates visited more than 9,300 quick-service restaurant locations.

## RMHC reaches out

Ronald McDonald House Charities (RMHC) took a leadership role at the Presidents' Summit for America's Future, chaired by retired General Colin Powell. RMHC pledged to spend \$100 million from 1997 to 2001 to help children and their families through programs to prevent youth suicide, child abuse, substance abuse and more.

As part of this commitment, RMHC granted nearly \$4 million over the next three years to expand the Chicago Public Schools' after-school program. A pilot for a national model, the McPrep program provides academic, recreational and nutritional support to children beyond traditional school hours. It is designed to improve students' comprehensive reading and math problem-solving skills, while providing a safe place for them to receive tutoring, do homework and eat dinner.



# n happenin'

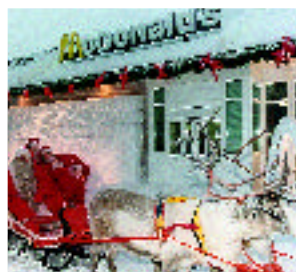
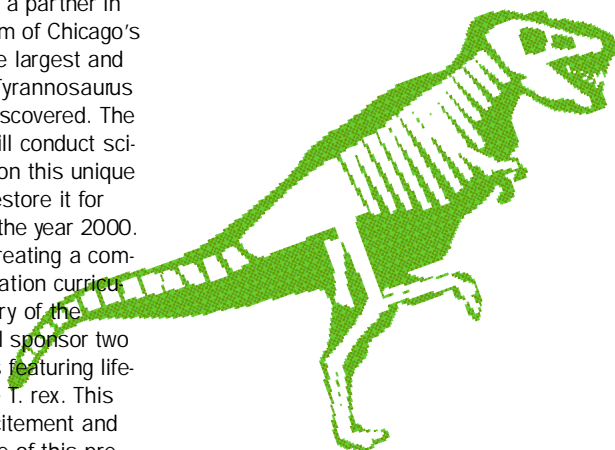
## Xtra! Xtra! Read all about it!

We're testing "extra" in a new sandwich. The McDonald's Big Xtra, or MBX, is loaded with extra beef, extra bun and extra toppings – lettuce, tomato, onions, pickles, ketchup and mayo!! Special seasoning provides extra flavor and a great price delivers extra value to differentiate the MBX from our competitors. Tests from around the U.S. show customers are extra-excited about this whole new taste from McDonald's. It's just one example of how McDonald's is testing new products to further satisfy customers.



## Our millennium gift to the world

McDonald's was a partner in The Field Museum of Chicago's acquisition of the largest and most complete Tyrannosaurus rex fossil ever discovered. The Field Museum will conduct scientific research on this unique specimen and restore it for public display in the year 2000. McDonald's is creating a comprehensive education curriculum on the history of the dinosaur and will sponsor two traveling exhibits featuring life-size casts of the T. rex. This will bring the excitement and educational value of this precious fossil to a broad audience for the millennium.



## Santa's neighborhood McDonald's

The northernmost McDonald's restaurant in the world and the first McDonald's on the Arctic Circle opened in Rovaniemi, Finland – recognized in Finland as the official home of Santa Claus. Thousands joined Santa and his elves in the outdoor grand opening festivities, despite Lapland's winter darkness and subzero temperatures. As the restaurant closest to the North Pole, it is sure to become Santa's favorite.

## "Did Somebody Say McDonald's?"

The strategy for our new U.S. advertising campaign recognizes that our customers come to McDonald's for more than just food—they come for the total experience. Our customers have an emotional bond with us because of the special feelings they associate with a visit to McDonald's. The "Did Somebody Say McDonald's?" advertising is designed to produce a craving for McDonald's food, while reinforcing the entire McDonald's experience.

