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**McDONALD'S® VANCOUVER 2010 OLYMPIC WINTER GAMES
Six-Months-Out Fact Sheet**

OAK BROOK, III. - Aug. 6, 2009 – Next week marks six-months-out from the start of the 2010 Olympic Winter Games in Vancouver, and McDonald's Olympic pride continues to shine throughout the host country of Canada and throughout the world. McDonald's is preparing to once again feed the athletes and share the excitement of the Games with millions of customers across the globe as a Worldwide Partner of the Olympic Movement.

Feeding the World's Best Athletes

- As the Official Restaurant of the Olympic Games and the only branded foodservice retailer, McDonald's is building three new Olympic venue restaurants:
 - Olympic Village in Vancouver
 - Olympic Village in Whistler
 - Main Press Center in Vancouver
- McDonald's Olympic Champion Crew, made up of more than 300 top performing restaurant employees from across Canada, will serve menu favorites to the world's best athletes, coaches, officials and media at the on-site McDonald's venue restaurants.
- Spectators will be able to share in the Olympic Spirit and enjoy McDonald's quality and variety at any of the more than 40 McDonald's restaurants located in the Vancouver and Whistler areas.

McDonald's Champion Kids™

- The McDonald's Champion Kids program debuted at the Beijing 2008 Olympic Games as part of McDonald's ongoing commitment to kids. The program provides a once-in-a-lifetime opportunity for kids from across the globe to experience the Games first-hand.
- For the Vancouver Games, children from Canada and around the world will attend Olympic events and ceremonies, meet athletes, visit the Olympic Village, tour the sites of Vancouver and Whistler, and receive their own gold medals from Olympic champions.
- The children will also have the chance to serve as special youth correspondents to share their experiences with their hometown news outlets.

Giving Back

- As part of McDonald's Olympic tradition of giving back to the host country, Ronald McDonald House Charities® will make a lasting contribution to Vancouver that will live beyond the Games.



Environment

- In keeping with a green Olympic Games, McDonald's three new Olympic venue restaurants will be fitted with energy efficient lighting and equipment.
- The equipment and materials from these restaurants will be reused and recycled at McDonald's restaurants in Canada after the Games have ended.

McDonald's Canada

- As host country, McDonald's Canada will activate a wide variety of programs and promotions leading up to and during the Games to celebrate Canada's Olympic Spirit nationwide. Activities include:
 - Special menu promotions including offering Olympic-themed McDonald's Vancouver 2010 Olympic Sport Water Bottles at participating McDonald's restaurants across Canada from August 4 – 31 (or while supplies last). Each of the five water bottles represents a color in the Olympic Rings and features a Canadian Olympian. The water bottles are available with the purchase of any food or beverage item.
 - To celebrate their role as host country, McDonald's Canada will raise Olympic flags at select McDonald's restaurants.
 - Alliances with top Canadian athletes such as speed skater Cindy Klassen, figure skater Patrick Chan and diver Alexandre Despatie.
- McDonald's Canada will provide ongoing support for McDonald's 2010 Hopefuls, a program that celebrates the importance of family and community on the journey to the pinnacle of sport. More information is available at www.hopefuls2010.ca.

Note: The first McDonald's restaurant outside of the U.S. opened in Canada in 1967.

McDonald's Olympic Games History

McDonald's became an Official Sponsor of the Olympic Games in 1976 and has a long-standing commitment to the Olympic Movement, which first began more than 40 years ago. At the 1968 Olympic Winter Games, McDonald's airlifted hamburgers to U.S. athletes competing in Grenoble, France, after they reported being homesick for McDonald's food. Since then, the company has served its menu of choice and variety to millions of athletes, coaches, their families and fans. The Vancouver 2010 Olympic Winter Games mark McDonald's seventh Olympic Games as a Worldwide Partner and eighth as the Official Restaurant of the Olympic Games. McDonald's current sponsorship will continue through the 2012 Games in London.

About McDonald's

McDonald's is the leading global foodservice retailer with more than 32,000 local restaurants in more than 100 countries. About 80 percent of McDonald's restaurants worldwide are owned and operated by franchisees. Please visit our website at www.aboutmcdonalds.com to learn more about the Company.

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