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**McDonald's® Brings MONOPOLY® Game, Big Cash Prizes to NBC Viewers with '\$1 Million Dollar Dice Roll'**

*NBC's Fall Lineup to Feature 29 Days of Chances to Win \$1 Million Cash Prizes through New McDonald's Partnership*

**OAK BROOK, III. & NEW YORK, N.Y. (July 13, 2009)** – McDonald's® and NBC Universal announced an unprecedented partnership to promote the 2009 MONOPOLY® Game at McDonald's new "\$1 Million Dollar Dice Roll" on-air during the Network's highly-anticipated Fall line-up, including "The Jay Leno Show," "Sunday Night Football" and other primetime programs. For 29 consecutive days beginning October 6, NBC's primetime talent will trigger a MONOPOLY Game at McDonald's Dice Machine on behalf of McDonald's customers vying for a chance to win either \$10,000 or \$1 million dollars.

"This fall, the MONOPOLY Game at McDonald's will be more exciting than ever," said Peter Sterling, vice president of marketing, McDonald's USA. "This partnership with NBC Universal gives McDonald's an innovative way to build anticipation and showcase that special moment when customers win big. This brings the winning experience to a whole new level at McDonald's."

McDonald's customers who enter the code found on their game stamps will get the chance to have the Monopoly dice rolled on their behalf on-air by logging on to [www.playatmcd.com](http://www.playatmcd.com). One game player each day is guaranteed to land on "Chance" on the virtual game board, and will be the recipient of the on-air Monopoly Game at McDonald's dice roll by NBC's primetime personalities. If a double six is rolled, the player will win the \$1 million dollar prize, while all other combinations will result in a guaranteed \$10,000 prize.

"We are excited to be teaming with McDonald's on this unique promotion and delighted that they have selected 'The Jay Leno Show' and NBC's weekend primetime television as the destinations for their hugely successful MONOPOLY Game at McDonald's franchise. Our primetime talent are looking forward to their turn at rolling the dice," said John Miller, chief marketing officer, NBC Universal Television Group, president, The NBC Agency.

McDonald's will promote the partnership across various elements in restaurants nationwide, including "tune-in" messaging on more than 160 million packaging elements, 18 million official MONOPOLY Game at McDonald's game boards, in-restaurant tray liners, drive-thru point-of-purchase materials and register toppers in more than 13,000 U.S. restaurants. Additionally, the partnership will be promoted online at [www.playatmcd.com](http://www.playatmcd.com), [www.mcdonalds.com](http://www.mcdonalds.com) and [www.nbc.com](http://www.nbc.com).

The MONOPOLY Game at McDonald's will be available in participating McDonald's restaurants beginning Oct. 6 through Nov. 2, or while supplies last, and online from October 6 through November 16. The MONOPOLY Game at McDonald's is open to residents of the U.S., Canada, Guam and Saipan. The online Game will only be open to residents of the U.S. and Canada. For complete details and official games rules, visit [www.playatmcd.com](http://www.playatmcd.com) beginning Sept. 22.

### **About McDonald's**

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredient to millions of customers every day. More than 80 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local franchisees. For more information on McDonald's visit [www.mcdonalds.com](http://www.mcdonalds.com) or log on at any of the 10,000 Wi-Fi enabled McDonald's U.S. restaurants.

### **About NBC**

NBC Entertainment develops and schedules programming for the network's primetime, late-night, and daytime schedules. NBC's quality programs and balanced lineup have earned the network critical acclaim, ratings success, particularly among young, upscale viewers, and numerous awards, including more Emmy Awards than any network in television history.

NBC's roster of popular scripted series includes the two-time Emmy-winning "30 Rock" (starring Golden Globe and Emmy winners Tina Fey and Alec Baldwin) and the Emmy-winning "The Office" (starring Golden Globe winner and Emmy nominee Steve Carell). In addition, NBC offers such hit dramas as "Heroes," NBC's #1 series of the 2007-08 season in 18-49 and the powerful "Law & Order" franchise, anchored by the series that ties "Gunsmoke" as the longest-running drama series in the history of television.

In the alternative series realm, NBC boasts "The Celebrity Apprentice," hosted by Donald Trump and produced by Mark Burnett, "The Biggest Loser," which in the spring of 2009 delivered its biggest average audience since the fall of 2004, and the #1 original summer series in total viewers of 2006, 2007 and 2008, "America's Got Talent." NBC also airs original movies and event programming throughout the year.

### **About Hasbro**

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2009 Hasbro, Inc. All Rights Reserved.

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