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Fun Heats Up at McDonald's® with Launch of the Coolest Global Happy Meal™ Event in Ages – Twentieth Century Fox's "Ice Age: Dawn of the Dinosaurs™"

OAK BROOK, Ill. (June 18, 2009) – This summer, McDonald's and Twentieth Century Fox invite kids and families to beat the heat as the fun-loving characters from "Ice Age: Dawn of the Dinosaurs" stampede into Happy Meals worldwide. McDonald's restaurants will offer adventure-seeking fans one of the coolest promotions in ages, from Happy Meal toys and menu items featuring characters from the much-anticipated next chapter in the "Ice Age" film franchise, to in-store activities and "Ice Age: Dawn of the Dinosaurs"-themed giveaways. The fun began at participating restaurants in China on June 17 and starts in North America on June 19, rolling out around the world through August.

"We're committed to bringing the biggest and most exciting properties to life for our customers, and offering them the high-quality food they love," said Mary Dillon, McDonald's global chief marketing officer. "The McDonald's Ice Age Happy Meal event will feature movie characters on a variety of Happy Meal food choices worldwide, such as Apple Dippers and low-fat white and chocolate milk jugs in the U.S., to reach kids in a fun and responsible way."

"By working together with McDonald's, we're able to share the adventure and wholesome family fun of 'Ice Age: Dawn of the Dinosaurs' with millions of people around the world," said Jeffrey Godsick, Twentieth Century Fox's executive vice president of marketing. "We were so pleased with the success of our first joint promotion for 'Night at the Museum: Battle of the Smithsonian,' and look forward to many more successful collaborations in the future."

U.S. Promotion

The U.S. "Ice Age: Dawn of the Dinosaurs" Happy Meal toy collection, which is available at participating restaurants beginning June 19, features eight prehistoric characters including favorites such as Manny, Scrat and Sid. The excitement extends online as each Happy Meal toy will feature a special code to McWorld, McDonald's dynamic and engaging online environment for kids at www.happymeal.com. When they visit McWorld, kids can chill with Ice Age characters on a new Dinosaur Island and unlock a cool surprise. They can also create their own avatars, play games and visit exciting destinations.

Engagement Around the World

McDonald's "Ice Age: Dawn of the Dinosaurs" Happy Meal promotion began in select markets on June 17 in Asia Pacific and continues June 19 in Europe, June 25 in Latin America and June 27 in the Middle East and Africa. Each country will feature the popular "Ice Age: Dawn of the Dinosaurs" Happy Meal collection with its own special twist.

For example, in Asia Pacific and Latin America, each toy will display a heat-activated leaf on its body. When consumers rub the leaf, the heat of their finger will reveal a special image hidden underneath. In Europe, restaurants will offer character-themed lolly-makers and color-changing cups. Australia will offer the cups for free with the purchase of a new Fruit Fizz™ drink made with real fruit juice and sparkling water with no added sugar, artificial colors or flavors.

Restaurants in Latin America will offer kids special character-themed visors and bookmarks. In Mexico, restaurants will be transformed into worlds of hot and cold with frozen restaurant signs and “Ice Age” characters and scenes wrapping restaurant windows and popping out of ceilings and walls. Argentina will be transformed into an ice age, as snow machines will cover roadways with snow and blocks of ice communicating the “Ice Age” presence at McDonald’s will line major streets. A promotional vehicle will visit popular public areas where customers will be invited to play games for a chance to win cool McDonald’s desserts. Each customer who purchases a Happy Meal will be entered to win a trip for two to a nearby glacier or an ice hotel in Sweden.

Select restaurants in the U.K. will host family scavenger hunts, taking kids on an underground adventure to help the movie characters retrieve lost items, and will offer in-store giveaways such as character masks and balloons. The popular characters will also appear on Happy Meal choice menu items including organic milk, fruit bags and carrot sticks. UK restaurants will also offer special vouchers in Happy Meal boxes that can be redeemed for “Ice Age: Dawn of the Dinosaurs” movie vouchers, books and DVDs.

Worldwide, specially designed in-store merchandising, including window posters, drive-thru translites and displays, and movie-themed Happy Meal boxes, will convey the adventure and friendship of the movie by highlighting the fun-loving prehistoric characters.

McDonald’s “Ice Age: Dawn of the Dinosaurs” TV Commercials

Twentieth Century Fox created custom animation featuring characters and scenes from “Ice Age: Dawn of the Dinosaurs” for McDonald’s to use in two global television commercials that will begin airing June 19 in the U.S., then rolling out in participating markets around the world through August as Happy Meals launch. The U.K. will begin airing two commercials featuring adapted film animation on June 24 that focus on hydration and fruit offerings, and France will begin airing country-specific commercials on July 1.

“Ice Age: Dawn of the Dinosaurs”

Starring Ray Romano, John Leguizamo, Denis Leary, Simon Pegg and Queen Latifah, “Ice Age: Dawn of the Dinosaurs” sees the return of the sub-zero heroes from the worldwide blockbusters “Ice Age” and “Ice Age: The Meltdown”...in 3-D. This time, they’re *beneath* the ice, discovering a world of dinosaurs. “Ice Age: Dawn of the Dinosaurs” has everything audiences loved about the first two films, adding even more comedy, action and spectacular visuals. Our beloved heroes live on, with some memorable new characters thrown into the “Ice Age” mix. The movie launches in North America and select countries in Europe, Latin America, Middle East and Asia Pacific on July 1, and then rolls out around the world through August.

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.

About Fox Film Entertainment

One of the world’s largest producers and distributors of motion pictures, Fox Filmed Entertainment produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox Atomic, and Twentieth Century Fox Animation.

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