



McDONALD'S® "ICE AGE: DAWN OF THE DINOSAURS™" GLOBAL HAPPY MEAL™ FACT SHEET

McDonald's is offering adventure-seeking fans one of the coolest promotions in ages, as the fun-loving characters from Twentieth Century Fox's "Ice Age: Dawn of the Dinosaurs" stampede into Happy Meals worldwide. Restaurants around the world will feature their own unique twist on the "Ice Age" Happy Meal collection, from talking characters to color-changing cups.

ABOUT THE TOYS:

North America

McDonald's customers in North America will receive one of eight character toys from the movie. Characters repeat favorite movie phrases, such as "Way to go Momzilla!" or reenact a unique movement, such as launching an acorn. Each Happy Meal toy will feature a special code to McWorld, McDonald's virtual world at www.happymeal.com, where kids can chill with "Ice Age" characters on a new Dinosaur Island and unlock a cool surprise. The toy collection includes: Manny, Diego, Momma Dino, Buck, Scrat, Sid, Rudy and Scratte.

North America Toy Collection



Latin America, Asia Pacific, Middle East, Africa, Australia

McDonald's customers in these areas of the world will receive one of eight moving or talking character toys from the movie. Each toy features a special heat-activated leaf on its body. When customers rub the leaf, the heat of their finger will reveal a special image hidden underneath. The toy collection includes: Manny, Diego, Momma Dino, Buck, Scrat, Sid, Rudy and Scratte.

Latin America Toy Collection



Europe

McDonald’s customers in Europe will receive one of four lolly-makers or four color-changing cups, all featuring characters from the movie. Lolly-makers feature translucent trays and sticks that can be filled with water or other liquids to create a molded shape of four favorite characters: Manny, Scrat, Sid and Diego. When customers fill color-changing cups with cold liquids, one of four movie characters comes to life as it is revealed in a vibrant color: Buck, Momma Dino, Rudy and Scratte.

Europe Toy Collection



AVAILABILITY:

McDonald’s “Ice Age: Dawn of the Dinosaurs” Happy Meal promotion began in select Asia Pacific markets on June 17 and continues June 19 in North America and Europe, June 25 in Latin America and June 27 in the Middle East and Africa.

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While supplies last at participating McDonald’s.