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McDonald's® Rolls out New Generation of Global Packaging
New Design Delivers Food Quality Story to Customers

Oak Brook, Ill. (October 29, 2008) – Beginning in November 2008, McDonald's will introduce its new generation of global packaging, the most comprehensive rollout in the Brand's history. All 118 McDonald's countries will participate in this rollout over the next two years, putting the Brand's food quality story front and center and directly into the hands of customers -- some 56 million every day.

Through a blend of bold text and powerful images, the new packaging will illustrate the high quality ingredients and food prepared at McDonald's. McDonald's new global packaging will be consistent around the globe, using sophisticated graphics, photography and storytelling, with and without words.

"Our new packaging is a fresh way of sharing McDonald's food quality story with our customers," said Mary Dillon, McDonald's Global Chief Marketing Officer. "The more people know about our food the more they'll love it."

While the packaging will reflect a global framework, it's flexible enough to accommodate 21 languages while sharing stories about the quality of McDonald's ingredients in a way that is locally relevant for customers around the world.

The new McDonald's packaging will be introduced first in the United Kingdom, Ireland and the United States and continue rolling out worldwide through 2010.

McDonald's new packaging was developed by Boxer, a subsidiary of The Marketing Store Worldwide, located in Birmingham, UK. Boxer also worked on the original "i'm lovin' it" and Global Casting Call packaging designs for McDonald's.

For additional information and images of the new packaging visit our electronic press kit: www.mcdepk.com/NewGlobalPackaging

About McDonald's

McDonald's is the leading global foodservice retailer with more than 31,000 local restaurants in more than 100 countries. More than 75% of McDonald's restaurants worldwide are owned and operated by franchisees and affiliates. Please visit our website at www.mcdonalds.com to learn more about the Company.