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15 July, 2009: McDonald's Europe today announced the creation of a new European head office in Geneva, Switzerland, which is expected to open by year-end. The new head office will bring together most of the European senior leadership in a single location for the first time and, among other objectives, enable the Company to optimise management and franchising across Europe. In future, the granting of master franchise agreements, which are required in each of the 40 individual European countries where we do business and set out the basis of our business, will be managed from the Geneva office rather than from the United States, as is now the case.

As part of the initiative, a number of key European Senior Executives, including European President Denis Hennequin, will relocate their bases from various European cities to Geneva. They will be supported by locally-appointed administrative staff. All of the existing McDonald's Europe offices will remain open and no redundancies are anticipated.

The decision to establish a Geneva office is part of the Company's long-term strategic planning. It does not involve the relocation of any existing office and is not related to the recent announcement in the UK government's 2009 budget regarding the taxation of foreign profits on intellectual property rights.

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About McDonald's Europe

McDonald's Europe is the region's leading foodservice retailer with more than 6,600 restaurants in 40 countries serving over 12 million customers a day. Almost 70% of McDonald's restaurants in Europe are owned and operated by independent local business men and women. For more information, please visit our website at www.mcdpressoffice.eu.

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