



FOR MORE INFORMATION:

Agnes Vadnai
Director of European
Communications,
McDonald's Europe
Telephone: +44 (0)207 800 4884
Mobile: +44 7590 965 539

Isabelle Guye
ERDDS
McDonald's Europe
Telephone: +33 1 30 48 60 18

McDonald's OPENS ITS DOORS TO ARTISTIC INTERPRETATION
Graphic Design Contest for Students - Winning Entry Receiving
€5,000

[02 April 09] – For the first time, McDonald's Europe is giving customers a chance to have their artistic interpretation of the McDonald's brand displayed in restaurants throughout Europe by launching a graphic design contest for students over the age of 18.

This is a great opportunity for McDonald's to foster and encourage young design talents by allowing them to apply their personal inspiration to a brand which is part of their daily life. By selecting from eight personality traits provided by McDonald's, including *exciting*, *second home*, *appetising* and *smiling* (available at www.designgraphics4mcdo.com), along with complete rules, regulations and reference materials), entrants will be challenged to create a graphic display that symbolises the heart and soul of McDonald's while keeping true to the restaurant's location and the customers who visit it.

A panel comprised of Marketing, Design, and Research professionals and the President of McDonald's Europe, Denis Hennequin, will select the winning graphic design based on the creativity and visual impact of the submitted graphics and their compatibility with McDonald's current restaurant décor. Submissions must be received no later than July 15th, 2009 at midnight.

McDonald's understands the important role that its restaurants play in communicating its brand identity. As such, this new graphic design contest is one more way that McDonald's can continue to ensure that the evolution of the restaurants decors are synonymous with its customers' lifestyles and expectations.

Eric Bourgeois, Senior Director, European Design Studio said, "As a company, we are always looking at new ways to innovate, which is why we are giving students the chance to interpret and influence our brand and drive creativity throughout Europe."

-- ends --

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.