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**Jerome Tafani appointed as
McDonald's® Europe Chief Financial Officer**

February 2, 2009: London - McDonald's Europe is pleased to announce the appointment of Jerome Tafani as Chief Financial Officer and Corporate Senior Vice President.

Jerome Tafani will be in charge of all strategic financial direction and investment decisions for McDonald's across its 6,628 restaurants in Europe. He also assumes responsibility for Information Technology and Franchising, and is part of the European Board.

This appointment builds on Jerome Tafani's thirteen year career at McDonald's, which he began as a Director within the Finance department at McDonald's France in 1996, before being appointed as CFO for France and Southern Europe in June 2005. In this role, Jerome was instrumental in driving profitability for McDonald's and its franchisees through the introduction of new strategies, such as decor remodelling, lobby extensions, and the enhancement of kitchen capacity to produce premium range products.

Jerome's previous experience includes positions within Deloitte & Touche, Econom International and Vedior Bis. He holds an MBA from Ecole Supérieure des Sciences Economiques et Commerciales (ESSEC).

Jerome Tafani said: "It's an exciting time for McDonald's in Europe; it is clear that 2009 will be a challenging year for business, but we are in a strong position in our sector and within McDonald's globally. I am looking to take profit from new real estate opportunities, as well as reinvesting in our restaurants, our products and our services to put McDonald's and its franchisees in Europe in an even stronger position in the future."

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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. Please visit our website at www.mcdonalds.com to learn more about the Company.

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