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McDonald's® Europe recognised for its commitment to Sustainability

London, 11 March 2008 - McDonald's Europe has been nominated for a prestigious Ruban d'Honneur at the European Business Awards, recognising its commitment to Sustainability.

Over recent years, McDonald's Europe has been actively working on measuring and improving its social and environmental impact. This announcement marks the success of the business' Corporate Social Responsibility strategy, Else Krueck, Director of Environment & CSR, explains:

"The European Business Awards are unique for honouring organisations of different sectors and size and it is a great achievement for us to be able to measure our sustainability efforts against so many prestigious companies. Being nominated for this award highlights the success of our Corporate Responsibility Programme across Europe so far and will spur us on to fulfil our ambition of going 'from doing less harm to doing more good'.

"We are just at the beginning of our journey towards sustainability, but with a network of restaurants serving 10 million customers everyday and a supply chain as extensive and diverse as ours, we are in a unique position to mainstream sustainability, making a real difference to the way our industry operates."

The European Business Awards 2008 were presented at a special presentation luncheon at InterContinental Paris Le Grand on Tuesday 11 March. They are committed to promoting business achievements at every level for the overall prosperity of Europe. Adrian Tripp, European Business Awards CEO, says:

“Europe needs more of these types of businesses and entrepreneurs. As globalisation gathers pace the threats and opportunities for Europe will continue to increase. There is no doubt that these winners have the energy, innovativeness, flair and skills to navigate the threats and prosper from the opportunities ahead.”

McDonald's Europe has succeeded in putting sustainability at the heart of the organisation and the European division has worked with leading stakeholders to strengthen and grow its expertise in this area. Highlights include:

- In 2006, it committed to bring soya sourcing in line with its policy not to source beef from recently deforested areas of the Amazon and together with Greenpeace supported a 2 year moratorium on further deforestation.
- It established MAAP (McDonald's Agricultural Assurance Programme) to ensure all suppliers meet its guidelines on safety, quality and sustainability for all its major products
- In 2006, it launched the pioneering 'Nutrition Information Initiative' based on Guideline Daily Amounts (GDAs) providing customers with clear information on food content, including calories, protein, fat, carbohydrates, and salt
- It has all its coffee certified by organisations such as Rainforest Alliance and UTZ Certified. The sustainability standards were met through balancing all areas of production: protecting the environment, rights and welfare of workers and the interests of the coffee-growing communities
- It implemented a sustainable transportation strategy to reduce its dependency on fossil fuels. Currently, approx. 24% of the fuel used to deliver products across Europe is bio-diesel
- In 2006, it established the McPassport scheme - a groundbreaking and significant private sector initiative to promote employee mobility allowing all EU employees to apply for any available vacancy in McDonald's restaurants in the 25 countries within the European Union

For more information about McDonald's global commitment to corporate responsibility, please visit: <http://www.csr.mcdonalds.com>

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The European Business Awards, a fully independent programme, recognises and celebrates business excellence across the 27 EU member states. The programme serves to show the world that Europe has a vibrant, dynamic and robust economy.

McDonald's is the leading global foodservice retailer with more than 30,000 local restaurants in more than 100 countries. More than 70% of McDonald's restaurants worldwide 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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