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McDonald's Europe receives 'Good Egg' award from Compassion in World Farming as a result of its action on 'cage-free eggs'

Company commits to build on good work by completely phasing out use of 'caged' whole eggs in EU restaurants by end 2010

Under strict embargo until 13.00hrs (14.00hrs UTC / GMT), Wednesday 16th April

(Brussels, 16th April 2008) McDonald's Europe is pleased to announce that it has today received a 'Good Egg' award from international farm animal welfare organisation, Compassion in World Farming, in recognition of its work in serving 'cage-free' eggs (barn eggs or free-range eggs that have not been laid by hens in cages) in its menu items.

McDonald's uses 123 million free-range 'whole' eggs in the EU each year in menu items such as Egg McMuffins, scrambled-egg based breakfast choices and salads. While faced with complex supply chain challenges in achieving this, over 95% of these eggs across 21 EU countries are now free range and, today, McDonald's is committing to phasing out the remaining few percent of 'caged' whole eggs in its restaurants in the EU by the end of 2010.

McDonald's Europe's progress in supplying free-range eggs marks another important step in the company's efforts to improve animal welfare, and develop a sustainable supply chain.

Keith Kenny, Senior Director, McDonald's Supply Chain Europe, commented, upon receiving the award:

"We are very pleased to be recognised by Compassion in World Farming for the work we are continuing to do throughout the EU to phase out the use of eggs laid by caged-birds from our menus. Our customers are increasingly interested in animal welfare and sustainability. We also believe this is the right thing to do. This is the latest step in McDonald's evolution from being a fast food company to a company that serves good food, fast.

“Eradicating the use of ‘caged’ whole eggs from our supply chain throughout the EU has been a complex challenge, but we are confident of achieving this before the end of 2010.”

Dr Lesley Lambert, Director of Research & Food Policy at Compassion in World Farming, added: ‘This is fantastic news. We’re thrilled to be awarding such a well-known company for moving to cage-free eggs across the whole of Europe. McDonald’s decision will benefit huge numbers of farm birds. By choosing to do the right thing on eggs across Europe, McDonald’s has shown great leadership on an issue which many consumers feel strongly about.’

McDonald’s drive to improve animal welfare for laying hens complements its work to support sustainable farming practices. Throughout 2007 McDonald’s successfully introduced independently accredited¹, sustainably certified coffee in all its European restaurants.

The McDonald’s Agricultural Assistance Programme (MAAP) tries to ensure that all animals involved in the production of McDonald’s food are treated humanely throughout their lives, according to their species’ specific needs.

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Notes to editors

**For further information, please contact Vanessa Mato on +44 207 800 4743/
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Compassion in World Farming’s ‘Good Egg’ awards will take place from 13.00hrs at the European Parliament in Brussels on Wednesday 16th April.

About Compassion in World Farming

¹ Accreditation provided by Rainforest Alliance and/or Utz Kapeh.

Compassion in World Farming is recognised as the leading international farm animal welfare charity. Our vision is a world where farm animals are treated with compassion and respect and where cruel factory farming practices end.

Our Good Egg awards are part of our food policy work which aims to engage with and reward companies for the efforts they make to improve farm animal welfare through the products they sell.

<http://www.thegoodeggawards.com/>

About McDonald's Europe

McDonald's Europe is the region's leading foodservice retailer with more than 6,400 restaurants in 40 countries serving 10 million customers a day. More than 60% 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.

About MAAP – the McDonald's Agricultural Assurance Programme

As a very visible brand and large-scale restaurant chain, serving millions of customers every day, McDonald's needs to purchase raw materials that are safe and available in adequate supply, and produced under ethically acceptable conditions.

McDonald's Agricultural Assurance Programme is an initiative to increase the company's influence through the supply chain to the primary producer. The programme provides a framework to manage food safety and quality, as well as sustainable and ethical agricultural production methods towards Sustainable Agriculture.