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FOR IMMEDIATE RELEASE

McDONALD'S® INTRODUCES NEW CHICKEN McBITES™ IN GREATER PHILADELPHIA REGION RESTAURANTS

Available for a limited time, McDonald's latest menu innovation brings premium taste and poppable fun to our customers in every bite

PHILADELPHIA, January 26, 2011 – Beginning today, McDonald's customers in the Greater Philadelphia Region will be invited to taste McDonald's newest menu addition– Chicken McBites. Available through April, while supplies last, this delicious, new premium chicken offering brings chicken enthusiasts bite-size enjoyment that's big on taste.

McDonald's new Chicken McBites are made with juicy pieces of bite-sized premium chicken breast and a savory home-style seasoning. To enhance the taste experience, chicken fans can also pair Chicken McBites with a variety of dipping sauces for their dunking pleasure.

"We're excited to bring new Chicken McBites to our customers," said John Durante, President, McDonald's Restaurants of the Greater Philadelphia Region. "This delicious new offering is a fun, new way to enjoy chicken at McDonald's with the same quality taste and value our customers have come to expect."

McDonald's Chicken McBites are perfectly poppable and served in a convenient new package for today's busy lifestyles. Its three sizes – Snack (3 oz.), Regular (5 oz.) and Shareable (10 oz.) – can accommodate any occasion whether customers are on-the-go or sharing with friends.

For more information about Chicken McBites and McDonald's full line of menu choices including nutrition information visit www.McDonalds.com.

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About McDonald's

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local franchisees. There are nearly 300 McDonald's restaurants in the Greater Philadelphia Region. For more information on McDonald's visit www.mcdonalds.com or log on at any of the 10,000 Wi-Fi enabled McDonald's U.S. restaurants. Visit www.mcstate.com for local restaurant, career and program information. Follow us on Twitter @McDPhilly for the latest news, info, events and promotions, and find us on facebook at www.facebook.com/mcdonalds.

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