



CONTACT:
Shannon Wilson
Tierney Communications
215-790-4391
swilson@tierneyagency.com

**JUST IN TIME FOR SUMMER!
McDONALD'S® OFFERS PHILADELPHIANS A REAL FRUIT SMOOTHIE,
A REFRESHING TREAT TO BEAT THE HEAT**

Philadelphia Residents Enjoy Blended Refreshment with the Newest Addition to the McCafé® Menu

PHILADELPHIA, July 20, 2010 – McDonald's is giving Philadelphia customers an entirely new, refreshing experience with the introduction of McCafé Real Fruit Smoothies, the latest addition to the McCafé menu. McCafé Real Fruit Smoothies bring a little lift into your day with a unique blend of real fruit, fruit juice, and low-fat yogurt, blended with ice. McCafé Real Fruit Smoothies provide a great-tasting, slow-sipping, beverage experience that customers can enjoy all day, every day.

McCafé Real Fruit Smoothies, available in Strawberry Banana and Wild Berry flavors, are made with an invigorating blend of real fruit – combinations of strawberries and bananas or blueberries, strawberries and blackberries – fruit juice, low-fat yogurt and blended with ice. Real Fruit Smoothies can be customized by requesting the beverage with or without out low-fat yogurt.

“Our customers have been exceedingly receptive to our McCafé beverage line,” says Mike Anton, President, Phil-Ad-Mac Owner/Operator Association. “McCafé Smoothies will continue to satisfy our customers’ expanding expectations by offering an opportunity to enjoy a real fruit, feel-good beverage year-round.”

McCafé Real Fruit Smoothies are available in small (12 ounces), medium (16 ounces), and large (22 ounces) at participating U.S. McDonald's restaurants across the nation. Prices for Smoothies will vary by restaurant and region and can be paid for with cash, McDonald's Arch Cards or other forms of cashless payment options at the drive-thru or in restaurant.

McDonald's McCafé: A Legacy of Innovation

Satisfying customers' evolving tastes has been a priority for McDonald's since it introduced the Egg McMuffin® sandwich to the national breakfast menu in 1977. In 2006, McDonald's successfully introduced Premium Roast drip coffee, allowing for further customization in 2007. That same year, the Company introduced Iced Coffees to the menu, and began testing the full-line of espresso-based specialty coffees that were gradually introduced in restaurants around the country beginning in 2007, with a national introduction in 2009. Starting at the end of 2009, McDonald's began introducing McCafé Frappés, the first blended ice beverage on the McCafé menu. Currently, McDonald's offers customers nationwide the opportunity to enjoy a variety of high-quality, McCafé beverages all day long, at a great value.

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, and follow us on Twitter @McDPhilly for the latest news, info, events and promotions.

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