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**McDONALD'S® RESTAURANTS OF THE GREATER PHILADELPHIA REGION ADD
NEW McCafé FRAPPÉ BLENDED ICE DRINKS TO MENU**

*Greater Philadelphia Area Residents to Experience
Latest Addition to McCafé Beverage Line*

PHILADELPHIA (April 27, 2010) –McDonald's adds an indulgent new treat to its menu, allowing customers in the Greater Philadelphia Area to taste the new McCafé Frappé blended-ice beverages. The addition of McCafé Frappés to the menu reinforces McDonald's as a one-stop destination for a variety of great tasting quality beverages at a convenience and value that only McDonald's can offer.

McCafé Frappés are thick and creamy, blended-ice drinks available in either mocha or caramel, with a hint of coffee, and served with whipped cream and either chocolate or caramel drizzle, giving customers an any-time-of-day blended treat on the McCafé menu. For a limited time, customers of the Greater Philadelphia Region restaurants can enjoy the small McCafé Frappé at an introductory price of \$1.99.

“Our customers have been incredibly receptive to our McCafé beverage line,” says Mike Anton, President, Phil-Ad-Mac Owner Operator Association. “McCafé Frappés will only continue to satisfy our customers evolving taste by offering a glimpse into that “affordable luxury” they crave and that only McDonald's can offer.”

To celebrate the launch of McDonald's new McCafé Frappé blended-ice beverages, participating McDonald's Restaurants of the Greater Philadelphia Region will be hosting “Thank Goodness it's Frappé Friday” events in April and May. Customers are invited to sample both the caramel and mocha-flavored McCafé Frappés and take their picture with the McCafé Frappé in the “Frappé Freeze Frame” ice sculpture at select locations.

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. Currently, McDonald's offers customers nationwide the opportunity to enjoy high-quality, McCafé beverages all day long, at a great value.

McCafé Sizing, Pricing & Availability

McCafé Frappés are available in small (12 ounces), medium (16 ounces), and large (22 ounces). McCafé hot beverages, including Lattes, Cappuccinos and Mochas are available in small (12 ounces), medium (16 ounces) and large (20 ounces). Iced lattes and mochas are available in medium (16 ounces). All iced coffees are available in medium (22 ounces) and large (32 ounces). McCafé beverages are available to enjoy throughout the day at convenient, participating locations with more McDonald's restaurants to be added throughout 2010. Prices for McCafé beverages 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.

BACKGROUND:

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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