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LOCAL McDONALD'S® CELEBRATE 30 YEARS OF HAPPINESS

Select Area McDonald's Restaurants Invite Families to Celebrate the 30th Birthday of the Happy Meal®

Philadelphia (June 19, 2009) – This summer, McDonald's® is celebrating the 30th Birthday of the Happy Meal® and 30 years of fun for kids and families across the globe. In order to commemorate this milestone, select McDonald's Restaurants in the Greater Philadelphia Region will host three two-hour Happy Meal 30th birthday parties featuring a complimentary Happy Meal for kids 12 and under (while supplies last), Ronald McDonald, music, magic and games as well as toy drives to benefit the Ronald McDonald Houses of Philadelphia, Delaware, and Southern New Jersey. All guests are encouraged to bring an unwrapped toy for children staying at the house.

“We're excited to join restaurants across the country to commemorate the 30th Birthday of the Happy Meal,” said Mike Anton, president, McDonald's Owner/Operator Association of the Philadelphia Region. “The Happy Meal has been a childhood favorite for generations, and we look forward to the opportunity to share this milestone with local families at our 30th birthday parties.”

From McDonald's first circus wagon-themed Happy Meal in 1979 to this year's *Ice Age: Dawn of the Dinosaurs*™ Happy Meals (available at participating McDonald's restaurants June 19 through July 16), the Happy Meal has always offered fun experiences everyone can enjoy.

Fun for Families Online:

Parents can visit www.mcdonalds.com/happymeal30th for a celebration of the fun Happy Meals have provided families over the years, and also find information on Happy Meal choices available on the menu and birthday party planning tools. Parents can download a Happy Birthday Party Kit including printable birthday invitations, thank you notes and customizable banners. Families can also test their Happy Meal knowledge through ongoing trivia questions.

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Happy Meal Over the Years:

Since 1979, McDonald's has evolved its toy offerings, as well as the Happy Meal menu. In 1984, Chicken McNuggets were introduced to the menu and have been a favorite since. In 2003, McDonald's re-introduced a new Chicken McNugget made with white meat. Happy Meal Choices launched in 2004, giving customers the opportunity to enjoy a variety of quality food choices with their Happy Meal purchase, including Apple Dippers (fresh, peeled apple slices) served with low-fat caramel dipping sauce, low-fat white and chocolate Milk Jugs, served in easy to handle containers, and no-sugar-added apple juice.

In 2008, McDonald's extended the Happy Meal experience to create a safe and exciting virtual world continuing the fun online. Each Happy Meal toy features a special code directing kids to visit McWorld[®], McDonald's virtual world at www.happymeal.com. McWorld is a dynamic and engaging online environment where kids can create their own avatar, play games and visit cool destinations. New activities specific to each new toy property can be found on the site monthly.

Happy Meal toys are recommended for children over the age of three. McDonald's restaurants also offer Happy Meal toys suitable for children under age three to customers upon request.

Additional Information:

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 more than 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. © 2009 McDonald's

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