



FOR IMMEDIATE RELEASE
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STRETCH THOSE FINGERS - LOCAL MCDONALD'S® RESTAURANTS TO HOST LATE-NIGHT GAMING TOURNAMENT

*Midnight Gaming Championship, Presented by McDonald's,
Debuts in the Greater Philadelphia Region*

Philadelphia (August 19, 2009) – Gamers from across the Greater Philadelphia Region have the opportunity to compete in the Midnight Gaming Championship, presented by McDonald's®, at three area McDonald's locations (i.e. Marlton, N.J. on August 29; Newark, Del. on September 5; and Philadelphia on September 19) for exciting prizes. This free and open-to-the-public tournament will feature participants competing in one of four games, including Guitar Hero World Tour, Madden NFL 09, Super Smash Brothers Brawl, and the Fast and the Furious. Interested gamers can register on the competition's Web site at <http://www.midnightgamingchampionship.com> or on location at each of the three events, beginning at 5 p.m.

"McDonald's is excited to present this gaming competition," said Mike Anton, president of the Greater Philadelphia Area McDonald's Owner/Operator Association. "McDonald's is committed to our Philadelphia Region customers. Recognizing that many of them share a passion for gaming, we wanted to be able to provide them with a safe, comfortable, and convenient environment in which to compete while having fun!"

The Greater Philadelphia Region is one of a number of stops across the country for the 2009 Midnight Gaming Championship.

"We have high expectations for this year's competition, as it will prove to provide the biggest venue for gamers to compete in the most popular games on the market today," says Bryan Pettigrew of Affinity Sports Marketing, the competition's production company. "The games featured in the challenge this year will diversify the competition and provide gamers with a variety of opportunities to showcase their skills."

Each event will begin with registration at 5 p.m. The competition will start at 7 p.m. and will continue into the night until one winner for each of the four games is crowned. Winners of each night's competition will receive cash and prizes. Participants must be at least 13 years of age and accompanied by a parent or legal guardian if under 18. To aid the gamers throughout the night, McDonald's will offer free McCafé® specialty coffees and samples of the new Angus Third Pounders®.

(more)

About Midnight Gaming Championship

The fourth annual Midnight Gaming Championship, a multi-location, competitive gaming competition, partners with key brands to help raise awareness and acceptance of gaming and make competitive gaming more accessible. Midnight Gaming Championship, with presenting partner McDonald's, is produced by Affinity Sports & Entertainment Marketing. Contributing partners include Southwest Airlines, GamePro, IPlay, Coke Zero and Warheads Sour Candy.

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.

For more information, contact Cormack Glass at (215) 790-4176.

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