



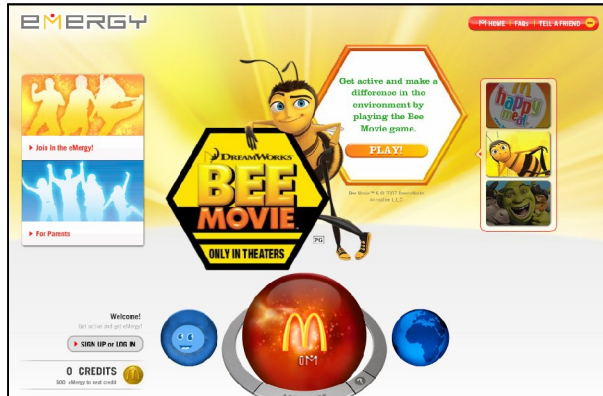
McDONALD'S® DIGITAL KIDS' COMMUNITY FACT SHEET

- As part of its long-standing commitment to children's well-being, McDonald's online kids' community is designed to motivate kids and parents to get involved and get active. The site, which launched with "Shrek's Treketh to Adventure" in May, is dedicated to the well being of children. The digital community has evolved to include DreamWorks Animation's "Bee Movie™" characters and an exciting new element that empowers kids to make a difference in the world by helping to protect the environment. Exciting offline games and challenges will continue to be available at the site for guests around the world to enjoy.
- McDonald's online kids' community represents the company's largest digital-marketing initiative to date. The newest content on the site features popular characters such as Barry. B. Benson from DreamWorks Animation's "Bee Movie" to connect with kids in a meaningful way, encouraging them to get involved in their environment and get active, physically and mentally. It continues McDonald's commitment to promote positive messages of well-being to kids and families through its licensed characters and properties.
- Beginning October 26, 2007, McDonald's digital kids' community (www.happymeal.com) will offer eco-friendly tips from Conservation International and online and offline activities featuring the lovable "Bee Movie" characters.
- The "Bee Movie" digital kids' community welcomes children to 'New Hive City' and invites them to establish their very own Bee House. Children can explore environmentally themed games and sign real world eco-pledges – small environmental tasks such as turning off unused lights, shutting off the faucet during teeth brushing and recycling – all to protect the environment in 'New Hive City.' As part of this program, McDonald's and Conservation International will work together to help more than 18,000 acres of endangered bee habitat in Mexico and South Africa.
- A "Bee Good To The Planet" pledge developed by Conservation International and McDonald's will encourage kids around the world to commit to protecting the environment. This pledge also will be available at Conservation International's Web site, www.conservation.org. The pledge reads:

I recognize that I play an important role in the future of our planet. I pledge to get outside and do my part to learn about nature and to protect all living things. I will be a force for good in my neighborhood.

- *PLAY: I will get outside, experience the living world, and pay attention to the little things around me that are so important to the planet.*
 - *DISCOVER: I will stop, kneel down, look closer and find three living things smaller than my thumb.*
 - *LEARN: I will go to my library, my teacher, or my parent to learn about the roles small creatures play in making my world a better place.*
 - *ACT: I will plant native wildflowers to attract living things to my backyard, windowsill, balcony, or rooftop.*
 - *SHARE: I will ask my school and my friends to help me keep my community a safe place for nature.*
 - *INSPIRE: I will share my backyard discoveries with my friends and family and inspire them to pay more attention to all creatures, big and small, and the healthy environment they need to thrive.*
- The site connects kids around the world with a virtual map showing the population of New Hive City and the whole world's efforts as the city "goes green" with more activity, resulting in a vibrant, ever-growing community dedicated to teaching kids that "no matter how small you are, you can affect the world around you."

- McDonald's online kids' community uses Flash animation, XML and JavaScript. The site features a revolutionary gaming engine and exceptional sound quality that delivers music and sound effects from DreamWorks Animation's "Bee Movie."
- McDonald's online kids' community uses privacy software. Children will not be asked for personally identifiable information, and there is no "chat" mechanism on the site.



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