



**DREAMWORKS ANIMATION'S "BEE MOVIE™"
McDONALD'S® U.S. HAPPY MEAL® AND MIGHTY KIDS MEAL® FACT SHEET**

McDonald's is buzzing with excitement as characters from DreamWorks Animation's highly anticipated "Bee Movie" come to life in Happy Meals and Mighty Kids Meals in the United States. Beginning October 26, 2007 – November 15, 2007, young guests will receive one of six "Bee Movie" character figures, including Barry B. Benson, Mooseblood, Wally the Waterbug, Pollen Jock Jason, Adam Flayman and Pollen Jock Barry, with the purchase of a Happy Meal or Mighty Kids Meal, at participating McDonald's restaurants, while supplies last at participating McDonald's. Imaginations will buzz as young guests recreate and imagine their very own "Bee Movie" adventures.

McDonald's is also celebrating the arrival of the "Bee Movie" with a "Barry B. Approved" campaign. The promotion showcases a bee character logo on Apple Dippers (fresh, peeled apple slices with optional low-fat caramel dipping sauce) and low-fat white or chocolate Milk Jugs served in child-friendly containers to encourage consumption. Inspired by lead "Bee Movie" character Barry B. Benson's environment-friendly adventures, restaurant trayliners feature messages from "Barry B. Benson" and Conservation International, giving McDonald's youngest guests tips to get active in protecting the environment.

McDONALD'S HAPPY MEAL AND MIGHTY KIDS MEAL "BEE MOVIE" COLLECTION

Barry B. Benson – Never content to simply blend in to his black and yellow world, Barry is destined for bigger things in life. Press a button to see Barry's arms and legs wiggle as he showcases his favorite dance moves.

Mooseblood – This rambling mosquito is a bit of a loner, but not without a flair for colorful expression! Wind up Mooseblood to watch him skitter across a flat surface.

Wally the Waterbug – Wally the Waterbug loves to make a splash. Pull him back to watch Wally move forward and backward while his wings open and close.

Pollen Jock Jackson – Representing the Pollen Jocks, the best of the best in the bee colony and the only bees allowed to leave the hive, Pollen Jock Jackson vibrates to mimic his strong flying pattern.

Adam Flayman – Barry B.'s best friend and confidante, Adam Flayman finds nothing wrong with doing what bees have always done – make honey. Wind up Adam to watch him run around in his typical hurried fashion.

Pollen Jock Barry – Rounding out this pollinating pack is Pollen Jock Barry, who exclaims, "Hello hello," "That was a little weird," and other signature movie phrases.

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DreamWorks Animation's "Bee Movie" features the comic talents of Jerry Seinfeld and tells the story of Barry B. Benson – a recent college graduate bee who wants more out of life than making honey. When Benson ventures out into the world and learns that humans have been stealing honey from bees for centuries, he takes his case to court, and wins. Victory is sweet until the balance of nature is upset, and Barry B. Benson must prove that even a little bee can change the world. "Bee Movie" arrives in theatres November 2, 2007. (Rated: PG)

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While supplies last at participating McDonald's. Ask about our special toys for children under 3.

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