

FOR IMMEDIATE RELEASE



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**McDONALD'S® RESTAURANTS OF THE GREATER PHILADELPHIA REGION
INTRODUCE THE NEW MAC SNACK WRAP™ BRINGING ONE-OF-A-KIND BIG
MAC® TASTE TO SNACK WRAP LINE**

Mac Snack Wrap gives on-the-go customers another affordable and portable snacking option

Philadelphia, January 8, 2010– Busy, on-the-go Big Mac sandwich lovers in the Greater Philadelphia Region have reason to celebrate today, with the launch of McDonald's® new Mac Snack Wrap, the latest addition to the Snack Wrap line.

Debuting for just \$1.49 [prices and participation may vary], the made-to-order Mac Snack Wrap consists of the same high quality ingredients McDonald's customers have come to expect in its classic Big Mac sandwich, including half of a juicy quarter pound 100% beef patty, creamy Big Mac special sauce, fresh shredded lettuce, American cheese, crispy sliced pickles and chopped onions all wrapped in a flour tortilla.

“We know our customers in the Philadelphia Region love the classic taste of the Big Mac, and we can't wait for them to try the new Mac Snack Wrap,” said Mike Anton, president, Phil-Ad-Mac Owner/Operator Association.

The Mac Snack Wrap joins a variety of McDonald's convenient menu options that fit busy, on-the-go lifestyles. Introduced in 2006, McDonald's portable Snack Wrap portfolio also includes a choice of grilled or crispy premium chicken breast meat, cheddar jack cheese, crisp lettuce and a choice of chipotle BBQ, sweet and tangy honey mustard or creamy ranch sauce.

To celebrate the launch of the Mac Snack Wrap McDonald's will host a two-hour “Old School versus New School Wrap It Up Celebration” on January 14, 2010, where a DJ from a local radio station will play old school classics and new school hits.

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Guests will enjoy samples of the Mac Snack Wrap while they cast their vote for their favorite music style, with a vote cast for “old school” earning a Big Mac coupon and a vote for “new school” earning a Mac Snack Wrap coupon. McDonalds will also be collecting coats and blankets for the Salvation Army of Philadelphia as part of a larger promotion being held at stores throughout the Philadelphia Region to “wrap up winter”. For more information on this event or for the coat drives going on throughout the region, please contact Kate Cartmell-Martin at 215-790-4367.

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.
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