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jslobotkin@tierneyagency.com**For Immediate Release****SOMETHING NEW IS BREWING AT McDONALD'S®
GOLDEN ARCHES® INTRODUCE McCafé®***McDonald's Restaurants of the Greater Philadelphia Region, Inc., Debut
Lattes, Cappuccinos and Mocha Coffee Beverages*

PHILADELPHIA, May 4, 2009 – Following the successful introduction of Premium Roast drip coffee in 2006, McDonald's Restaurants of the Greater Philadelphia Region, Inc., today announced its new line of espresso-based McCafé specialty beverages including lattes, cappuccinos and mochas.

“We’re excited to now offer our customers the opportunity to enjoy high quality specialty coffee beverages at a great value in the Greater Philadelphia Region,” said Mike Anton, President, Phil-Ad-Mac Owner/Operator Association. “Satisfying customers’ evolving tastes has always been a priority for McDonald’s.”

McCafé coffees start with fully ripened Arabica coffee beans harvested by hand in Central America, South America and Indonesia. Each cup starts with a concentrated shot of espresso, made by pressurizing boiling water through dark coffee beans. From there, each drink is hand-crafted with quality ingredients, like flavorful syrups, rich chocolate, frothy milk and whipped cream.

The new McCafé line includes:

- **McDonald's Latte** – A soothing blend of aromatic espresso and whole or non-fat steamed milk, customizable with flavored syrup, including caramel, hazelnut, vanilla or sugar-free vanilla. Iced Lattes are also available, served with whole or non-fat milk.
- **McDonald's Cappuccino** – A blend of espresso and whole or non-fat steamed milk, topped with a cloud of frothy milk. Add a hit of flavor with one of four syrup options, including caramel, hazelnut, vanilla or sugar-free vanilla
- **McDonald's Mocha** – A decadent medley of espresso, whole or non-fat steamed milk and chocolate syrup, topped with a crown of whipped cream and ribbon of chocolate syrup. Iced Mocha blends are also available.

To celebrate the local debut of the McCafé line products, McDonald's Restaurants of the Greater Philadelphia Region, Inc., will host several events throughout the Region including National Police Week Fundraisers this month.

McCafé Sizing, Pricing & Availability

Lattes, cappuccinos and mochas are available in three sizes: small (12 ounces); medium (16 ounces); and large (22 ounces). All iced coffees are available in medium and large. McCafé coffees are available at participating locations with more McDonald's restaurants to be added throughout 2009. Prices for McCafé coffees will vary by restaurant and region.

BACKGROUND:

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.

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