

McDONALD'S®/DISNEY'S *TREASURE PLANET* HAPPY MEAL® AND MIGHTY KIDS MEAL PROMOTION FACT SHEET

PROMOTION TIMING	McDonald's in-restaurant promotion tied to Walt Disney PICTURES' animated feature, <i>Treasure Planet</i> , runs from November 21 through December 19 at participating McDonald's restaurants nationwide.
McDONALD'S INTERACTIVE CD-ROMS	Three unique interactive <i>Treasure Planet</i> themed, PC-based CD-Rom games are available with the purchase of a Mighty Kids Meal while supplies last. As a bonus, when customers collect all three CD-Rom games, they get more game play! When they load all three games onto the same computer, a fourth game automatically opens.
COLLECTIBLE HAPPY MEAL® TOYS	<p>McDonald's <i>Treasure Planet</i> Happy Meal collection is an innovative set of eight toys that are modeled after the movie characters. Each toy comes with a special additional discovery action figure that has its own unique function. When all eight discovery action figures are collected, they form on giant, "life-size" map ball from the movie.</p> <p>The collection will be available while supplies last and include:</p> <ul style="list-style-type: none">▪ Jim Hawkins – The movie's lead character action figure comes complete with a "solar surfer" – similar to a windsurfer, but used to travel through space. The toy also comes with a flashlight, which is a piece of the map ball.▪ Silver – One of the movie's "bad guys," Silver features a light pipe eye and includes a treasure chest keeper with a tattoo.▪ B.E.N. – The "Bio-Electronic Navigator" robot toy has cool glow-in-the-dark eyes, along with a compass.▪ Dr. Doppler – A banker who finances the trip to <i>Treasure Planet</i>, this Happy Meal toy character has a soft plastic coat that features a rolled up re-reveal image and a camera.▪ Captain Amelia – This commander of the ship is an action figure with soft plastic coat tails and as an added bonus, features a dual image map.▪ Arrow – A tough first mate of the ship, this action figure features a retractable lifeline. When the lifeline is pulled, the character climbs up a rope. A magnifier also is included.▪ Scroop – The evil spider-like pirate toy has scissor-like action claws and includes a real working metal detector, complete with sound chip, as the added figure of the map ball.▪ Morph – The adorable pet of the ship that can change shapes is featured as a squeezable soft plastic toy that has a fold out shovel. The shovel is the bonus piece.

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ADVERTISING

The *Treasure Planet* Happy Meal promotion will include advertising for children, along with adult advertising to support McDonald's national Dollar Menu campaign. The adult advertising links the movie theme with the Dollar Menu because it offers "great treasures for the entire family." Leo Burnett Co. created the general market commercials and the Happy Meal ☐ spots.

MOVIE-THEMED PACKAGING

Graphics from the movie will be featured on carry out bags and 21 oz. cups throughout the promotion. Additionally, during the first week of the promotion, a specially designed Happy Meal box shaped like the *Treasure Planet* ship will be distributed with the purchase of a Happy Meal while supplies last.

ABOUT THE MOVIE

Based on one of the greatest adventure stories ever told – Robert Louis Stevenson's *Treasure Island* – Walt Disney Pictures' thrilling new animated space adventure, *Treasure Planet*, redefines animation state-of-the-art: the newest CG technology combined with the best of hand-drawn animation, taking moviegoers on a breathtaking journey across the universe. At the center of the story is fifteen-year-old Jim Hawkins, who joins the crew of an intergalactic expedition as cabin boy aboard a glittering space galleon. Befriended by the ship's charismatic cyborg (part man, part machine) cook John Silver, Jim blossoms under his guidance, and shows the makings of a fine spacer as he and the alien crew battle supernovas, black holes and ferocious space storms. But even greater dangers lie ahead when Jim discovers that his trusted friend Silver is actually a scheming pirate with mutiny in mind. Confronted with a betrayal that cuts deep to his soul, Jim is transformed from boy to man as he finds the strength to face down the mutineers and discovers a "treasure" greater than he had ever imagined. The movie is directed by Ron Clements & John Musker, the acclaimed writing/directing team responsible for "The Little Mermaid" and *Aladdin*." *Treasure Planet* features the voice talents of Brian Murray (*John Silver*), Joseph Gordon-Levitt (*Jim Hawkins*); Emma Thompson (*Captain Amelia*); David Hyde Pierce (*Dr. Doppler*) and Martin Short (*B.E.N.*). The movie opens in theaters nationwide on November 27.

FOR MORE INFORMATION

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