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WORLD CHILDREN'S DAY® AT McDONALD'S® ANNUAL FUNDRAISER BRINGS PEOPLE TOGETHER TO HELP CHILDREN IN NEED

Company Introduces New Online Initiative to Broaden Awareness and Reach

OAK BROOK, Ill. (November 10, 2008) – This November, participating McDonald's® restaurants across the United States will celebrate World Children's Day® at McDonald's, an annual program since 2002 that raises funds and awareness for Ronald McDonald House Charities® (RMHC®) and other children's causes. In addition to traditional fundraising efforts taking place at participating local McDonald's restaurants, for the first time consumers can get involved online with a new social networking viral campaign.

"Today more than ever, it's important to give back," said Don Thompson, president, McDonald's USA. "During this season of giving, we should all be mindful of the individuals and children in need in communities across our country. At McDonald's, we want to offer a few simple and easy ways to join our fundraising efforts. This World Children's Day, we have the opportunity to come together and make a difference."

Everyone can support World Children's Day at McDonald's through the following in-restaurant and online programs:

"Give A Hand®" for RMHC at Participating McDonald's Restaurants

From November 10 – 20, customers can support the Charity through the annual "Give A Hand®" in-restaurant fundraising program. The paper hands will be sold for \$1 each, with all proceeds going to RMHC. In addition, when customers visit participating McDonald's restaurants on November 20, \$1 from the sale of select menu items will be donated to RMHC.

McDonald's Helps Customers Share Hands Online

New to this year's campaign is an online extension of the in-restaurant Give A Hand program. Launched November 3, consumers around the world can download the "Give A Hand for Ronald McDonald House Charities" online widget application to their MySpace or other social networking page. In addition, supporters can send a Give A Hand to their friends online and pledge their support of RMHC and World Children's Day. For the first 20,000 Give A Hands shared in November, McDonald's will donate \$1 per hand to RMHC.

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"Next year we celebrate 35 years of partnership with McDonald's. We wouldn't be able to serve children and families in need without the support of our long-standing corporate partners and vast network of volunteers," said Marty Coyne, president and CEO, Ronald McDonald House Charities. "Since World Children's Day at McDonald's began in 2002, the company, its franchisees and customers have raised more than \$124 million worldwide. These funds have enabled us to bring our programs to communities in need in the United States and other countries like Russia, China, Europe and South America."

Celebrity Friends of RMHC Lend Star Power to Help Those in Need

Celebrity Friends of RMHC are also showing their support through a series of special events and a new public service announcement to help raise funds and awareness for RMHC. Established during World Children's Day 2007, the Celebrity Friends of RMHC is an extension of the Charity's existing volunteer program. Starting today, the Celebrity Friends of RMHC will visit:

- **Philadelphia, Pa. (Monday, November 10)** – Actress and philanthropist **Holly Robinson Peete** will visit with the children and families staying at the new Philadelphia Ronald McDonald House® and participate in a "Give a Hand" cookie decorating project.
- **Miami, Fla. (Monday, November 17)** – **Angélica Vale**, multi-talented actress, singer and comedian, will tour the Ronald McDonald House of Miami & South Florida and participate in a special arts and crafts project with families staying at the House.
- **New York, NY (Thursday, November 20)** – Five-time Grammy nominated R&B singer **Tamia Hill** will perform with the McDonald's Junior Gospel Choir during a World Children's Day celebration at the New York Ronald McDonald House.

In addition to these special events, a national public service announcement (PSA) will air on TV and radio stations across the United States. The PSA features Celebrity Friends of RMHC **Cindy Crawford, Billy Bush, Ne-Yo** and **Dayanara Torres**, as well as local families who have benefited from the Charity's services. The :30 and :60 PSAs focus on volunteerism and giving the gift of time to families in need. It also encourages consumers to get involved during World Children's Day and throughout the year.

For more information about World Children's Day at McDonald's visit www.mcdonalds.com. For more information about RMHC visit www.rmhc.org.

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 13,700 U.S. restaurants are independently owned and operated by local franchisees. Since RMHC's inception in 1974, McDonald's has supported the charity and its mission to improve the health and well being of children around the world. World Children's Day is McDonald's largest annual fundraiser, and an important day to call attention to the needs of children. Since it began in 2002, fundraising events for World Children's Day have raised more than \$124 million to benefit RMHC and other children's causes around the world.

About Ronald McDonald House Charities

Ronald McDonald House Charities, a non-profit, 501 (c) (3) corporation, creates, finds and supports programs that directly improve the health and well being of children. Its programs are grassroots-driven to enable the Charity to offer help where children need it most – right in their own communities. RMHC® makes an immediate, positive impact on children's lives through its global network of local Chapters in 52 countries and its three core programs: the Ronald McDonald House®, Ronald McDonald Family Room® and Ronald McDonald Care Mobile®. These programs provide a bridge to accessible health care and allow families more time together, which help in the healing process. RMHC and its global network of local Chapters also have awarded more than \$460 million in grants and program services to children's programs around the world. For more information, visit www.rmhc.org.

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