



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

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McDONALD'S CELEBRATES BIG MAC® LAND WITH \$1 BIG MACS

Happening at all Participating Metro St. Louis McDonald's Restaurants TODAY

St. Louis, July 17, 2006- Today McDonald's celebrates the grand opening of Big Mac Land, in the new Busch Stadium, with one-dollar Big Mac sandwiches all day today. Big Mac specials and giveaways have been a tradition for St. Louis/Metro East McDonald's Restaurants for many Cardinals seasons.

In 1998, McDonald's transformed 128 terrace reserve left-field seats into Big Mac Land. Since that time, nearly one million Big Mac sandwiches have been given away as a result of homeruns landing in Big Mac Land.

McDonald's plans to continue the tradition of free Big Macs in the new stadium, as well as other exciting Cardinals promotions throughout the year. "Big Mac Land has been an important part of the Cardinals baseball experience here in St. Louis," said Mike Klak, McDonald's St. Louis/Metro East Co-op President. "We look forward to continuing that tradition for years to come."

The new Big Mac Land has 181 seats that are now ready for those who want the full Big Mac Land experience. This includes visits by Ronald McDonald, McDonald's food cards and exclusive Big Mac Land items given away at every game.

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. For more information on St. Louis/Metro East McDonald's Restaurants visit www.mcdonaldsStl.com.

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