

FOR IMMEDIATE RELEASE

CONTACT INFORMATION:

Mary Dreyer, Hoffman/Lewis
w. 314-454-3455
c. 314-974-6262

LASIK EYE SURGERY AND LEGAL ADVICE: JUST ONE DOLLAR?

St. Louis, January 12, 2007- Can you really get lasik eye surgery and legal advice for just a dollar? That's what a current St. Louis ad campaign is saying. Sound a little suspicious? Actually, there is more to this campaign than "meets the eye."

Although there seems to be no direct food connection, this is actually an advertising campaign by McDonald's to promote its Dollar Menu and delicious food items that they sell for just one dollar. A series of television, radio and billboards ads using exaggerated situations, like getting one dollar lasik eye surgery, illustrate that one dollar doesn't buy much that's worthwhile these days. That is, besides the food on McDonald's Dollar menu.

Although the TV and radio spots talk directly about McDonald's, the billboard campaign is a little more ambiguous. In fact, McDonald's is currently not branded anywhere on the boards, and will not be revealed as the advertiser until later. However, the boards list web sites (onedollarlasik.com, onedollarlegaladvice.com) that do reveal McDonald's, as well as offer a fun web component to the campaign.

"This campaign is designed to illustrate that McDonald's still offers excellent values for just one dollar, such as the Big N' Tasty and Sausage McMuffin," said Mark Proctor, *McDonald's St. Louis/Metro East Co-Op President*. "It's a fun way to show a simple truth... McDonald's offers value that is hard to find this day and age."

The campaign is scheduled to run all year with the bizarre one dollar products and services changing regularly.

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 local McDonald's visit www.mcdonaldsStl.com.

#