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FOR MORE INFORMATION

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CELEBRATING 30 YEARS OF WAKING UP WITH McDONALD'S®

New McSkillet™ Burrito Adds Variety to the Breakfast Menu

St. Louis, December 5, 2007 – McDonald's® celebrates the 30th anniversary of serving breakfast by adding the new McSkillet™ Burrito to its signature breakfast menu. From the Egg McMuffin® and Hot Cake Platters of 1977, to the unique McGriddles® Sandwiches in 2003, McDonald's continues its legacy of innovation with this new product.

Over the years, McDonald's has added items such as freshly baked biscuit sandwiches, the Breakfast Bagel, McGriddles Sandwich, new Premium Roast Coffee, and delectable Cinnamon Melts®. “The McSkillet Burrito is just another example of McDonald's continual effort to provide customers with delicious breakfast items that include quality ingredients, at a great price,” said Mark Proctor, *St. Louis/ Metro East McDonald's Co-op President*.

The new made-to-order McSkillet Burrito is wrapped in a warm flour tortilla for hand-held convenience during the morning rush. It includes a combination of scrambled eggs, sausage and skillet potatoes, cheddar jack and American cheeses, roasted red and green bell peppers, onions and a zesty salsa. This hearty and delicious McSkillet Burrito is a permanent addition to the menu and will be served daily during the breakfast hours.

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 about St. Louis/Metro East McDonald's visit www.mcdonaldsSTL.com.

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