

N.R.C.F.P.I.N.O.P.M.U.D.

Contact Information

Abigail Fahrig, Hoffman/Lewis

afahrig@hoffmanlewis.com

314.454.3455 (Office)

636.578.3813 (Cell)



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To Whom It May Concern:

CASES OF SLEEP WORKING IN THE ST. LOUIS AREA UP 63%!

In recent years people are trying to do more and more each day, leaving little or no time for sleep. Over the last 3 months research from the National Research Center For People In Need Of Pick Me Up Drinks (N.R.C.F.P.I.N.O.P.M.U.D.) has shown an overwhelming spike of sleep working cases in the St. Louis area.

Susan, the local florist who arranged your bouquet of roses, was recently affected by sleep working and has agreed to tell her story in an effort to teach others how to prevent this from happening to them. Please view the attached DVD to hear her story.

“It’s difficult to see myself in that state,” said Susan. “The day the footage was taken was one of my worst days, but luckily my coworker knew that ordering a Premium Roast coffee from McDonald’s could prevent sleep working. The next day she brought me a refreshing iced coffee. Now I have to admit, at first, in my exhausted mindset, I had difficulty using the straw, but after just a few sips I immediately began to feel revitalized!”

Recently McDonald’s has advertised the story of Susan and three other fatigued individuals. They have also created a website that prescribes the proper P.M.U.D. and will even offer a free P.M.U.D. to those in desperate need of one. McDonald’s and the National Research Center For People In Need Of Pick Me Up Drinks (or N.R.C.F.P.I.N.O.P.M.U.D.) are committed to battling the affect of exhaustion. For more information about sleep working, please visit the National Research Center For People In Need Of Pick Me Up Drinks (or N.R.C.F.P.I.N.O.P.M.U.D.) at www.WakeTheHeckUp.com.

Sincerely,

Abigail Fahrig, P.R.

McDonald’s is the leading global foodservice retailer, with 153 restaurants in the St. Louis and Metro East Area. More than 80 percent of McDonald’s 13,700 U.S. restaurants are independently owned and operated by local franchisees. 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. For more information on St. Louis/Metro East McDonald’s visit: www.mcdonaldsStl.com.

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