

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:

Sleep Working and Office Stupor affecting the St. Louis economy.

Studies 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.) have shown drastic drops in work productivity over the last few months. "We often see work productivity go down in the summer months, but this has been the worst year on record," said Steve Brumm, research specialist at the N.R.C.F.P.I.N.O.P.M.U.D. We are attributing this drastic drop to an exhaustion related ailment called Office Stupor.

"To truly understand this debilitating ailment we went straight to the source and visited offices between 1 p.m. and 5 p.m.," said Steve Brumm. "It's amazing to see how quickly it progresses! Take a look at this footage and see for yourself." Please watch the DVD we provided.

Studies show it's not just Office Stupor slowing the economy down. We have also seen incidents of Sleep Working, Brain Fatigue and P.M. Slump rising at a rate similar to gas prices.

Luckily we have identified Pick Me Up Drinks from McDonald's®, which offer instantaneous relief. And, in an effort to booster the dragging economy, we at the N.R.C.F.P.I.N.O.P.M.U.D. are fully endorsing Pick Me Up Drinks. We have teamed up with McDonald's to launch a campaign to inform the public and are recommending people go to www.WakeTheHeckUp.com for a free evaluation and a free Pick Me Up Drink from McDonald's.

Sincerely,

Abigail Fahrig

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

Research Communications Specialist

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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