

MEDIA ALERT



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**ST. LOUIS CAN NOW WAKE UP TO McDONALD'S®
NEW LINE OF McCAFÉ® COFFEES**

WHO: Many McDonald's restaurant in the St. Louis and Metro East area are now offering espresso-based drinks through their new line of McCafé coffees.

WHAT: Participating McDonald's restaurants are now serving cappuccinos, lattes, mochas and hot chocolate to customers seeking specialty coffee selections with the convenience of McDonald's locations and easy drive-thru service. These gourmet coffees are made with 100% Arabica beans and freshly steamed whole or non-fat milk. The lattes and mochas are available hot or iced, and the cappuccinos and lattes are available in four decadent flavors: vanilla, sugar-free vanilla, caramel and hazelnut. In addition to the variety of coffees, consumers can also purchase the new premium hot chocolate topped with real whipped cream and a drizzle of chocolate.

Consumers who want to try these gourmet coffees for free can do so beginning December 12th, when participating McDonald's restaurants in the St. Louis and Metro East area will offer "Free Latte Fridays". On "Free Latte Fridays" consumers can get a free small regular, vanilla, sugar-free vanilla, caramel or hazelnut latte*.

WHERE: The new McCafé coffees are now available at a majority of McDonald's restaurants in the St. Louis and Metro East area.

WHEN: The majority of McDonald's restaurants are now serving McCafé Coffees. "Free Latte Fridays" will begin on December 12, 2008 and will continue through 2009.

WHY: The new McCafé coffees and premium hot chocolate are examples of McDonald's continual effort to provide their customers with a wide variety of quality drinks that satisfy their preferences and tastes.

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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*Limit one latte per person per visit. While supplies last.