



MEDIA ALERT

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MCDONALD'S® INTRODUCES "FREE LATTE FRIDAYS" TO ST. LOUIS

WHO: McDonald's restaurants in the St. Louis and Metro East area are offering free small lattes on Fridays.

WHAT: Starting this Friday, December 12th, 2008, consumers can visit participating McDonald's restaurants to get a free latte. On "Free Latte Fridays" consumers will have the choice to receive a free small vanilla, sugar-free vanilla, caramel, hazelnut, or regular latte.

Earlier this month participating McDonald's restaurants started serving cappuccinos, lattes, mochas and hot chocolate to customers seeking specialty coffee selections. 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.

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

WHEN: "Free Latte Fridays" will begin on December 12, 2008 and will continue into January 2009.

WHY: McDonald's is incredibly proud of the quality of their espresso-based drinks and wants to give all of St. Louis a chance to try their new lattes during "Free Latte Fridays".

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.