



FOR IMMEDIATE RELEASE

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**McDONALD'S® McCAFE® PERKS UP COFFEE LOVERS COAST-TO-COAST**  
*McCafe Invites Customers to Tell Their Story for a Chance to Win \$50,000 Visa® Gift Card*

**St. Louis, MO May 5, 2009** - McDonald's new McCafe coffees launched nationwide today, bringing espresso-based drinks, like cappuccinos, lattes, and mochas to the national menu. Although today marks the national launch of the McCafe Coffees, St. Louis and Metro East McDonald's consumers have been enjoying the McCafe espresso drinks since December 2008. To celebrate the national launch of McCafe, McDonald's is giving consumers a chance to win a \$50,000 Visa Gift Card and other prizes through an online contest and sweepstakes at [www.mcdonalds.com/mccafe](http://www.mcdonalds.com/mccafe).

McDonald's McCafe beverages, including cappuccinos, lattes and mochas, 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 specialty coffees, McDonald's offers a new premium hot chocolate topped with real whipped cream and a drizzle of chocolate, perfect for the consumer who prefers non-espresso beverages. The McCafe Coffees and premium hot chocolate are examples of McDonald's continuous effort to provide their customers with a wide variety of quality drinks that satisfy their preferences and tastes.

In celebration of the new espresso-based coffees and premium hot chocolate, consumers are invited to visit [www.mcdonalds.com/mccafe](http://www.mcdonalds.com/mccafe) now through June 21<sup>st</sup>, to submit a story or photo about why they or someone they know deserves a chance to be one of two grand prize winners, each taking home a \$50,000 Visa Gift Card and \$500 McDonald's Arch Card®. \*\* Five lucky finalists will be selected by an independent panel, with two grand prize winners selected on August 3<sup>rd</sup> after an online consumer vote. Each finalist will receive a \$1,000 Visa Gift card and \$50 McDonald's Arch Card. \*\* Now through August 2<sup>nd</sup> consumers will also have the opportunity to enter to win one of 10 weekly sweepstakes prizes: a \$1,000 Visa Gift card and \$50 McDonald's Arch Card.

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 14,000 U.S. restaurants are independently owned and operated by local franchisees. For more information on the St. Louis/Metro East McDonald's Restaurants visit [www.McDonaldsSTL.com](http://www.McDonaldsSTL.com) or log on at any of the Wi-Fi enabled McDonald's restaurants.

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\*\*McCafe Your Day Contest and Sweepstakes – no purchase necessary to enter or win.