

**FOR IMMEDIATE RELEASE**

**FOR MORE INFORMATION:**

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**WITH THE U.S. DEMAND FOR CHICKEN ON THE RISE:  
MCDONALD'S MEETS CONSUMER DESIRE FOR QUALITY CHICKEN PRODUCTS**

**St. Louis, February 17, 2005** – McDonald's estimates that more than four million Chicken Selects® strips will be distributed to customers during the company's first-ever national sampling event, taking place on February 17-20. St. Louis and Metro East McDonald's Restaurants will be participating in the event, offering customers the opportunity to taste free Chicken Selects® and try the new fat-free chipotle BBQ sauce.

According to the National Chicken Council, industry and consumer trends show that the consumption of white-meat chicken is increasing. In fact, it estimates that domestic chicken consumption will grow to nearly 85 pounds per person in 2005, and quick service restaurants currently serve 60% of chicken sold by the restaurant industry, in the United States.

McDonald's leads the industry in sales of chicken strips and chicken sandwiches, and continues to offer quality choices to its customers. Currently, McDonald's Restaurants offer a variety of premium chicken products such as: Chicken Selects®, the McChicken®, Chicken McGrill® sandwiches, and Chicken McNuggets®.

Chicken Selects® are made with top-quality chicken breast, seasoned and lightly breaded so they are crispy on the outside and juicy on the inside. McDonald's introduced this entrée in August 2004, but is now giving the chicken a spicy kick with its new fat-free chipotle BBQ dipping sauce. This sweet and spicy sauce adds to McDonald's current assortment of dipping sauces: creamy ranch, spicy buffalo and low-fat tangy honey mustard.

McDonald's Chicken Selects® are available in 3-piece, 5-piece and 10-piece sizes. For the customers who want to try before they buy, or simply crave a free Chicken Selects® sample can visit any participating McDonald's Restaurants, across the U.S, on February 17-20, from 11 a.m. - 2 p.m.

McDonald's is the leading global foodservice retailer, with 153 restaurants in the St. Louis and Metro East Area. Approximately 80 percent of all McDonald's restaurants worldwide are owned and operated by local, independent businessmen and women. McDonald's 30,000 restaurants globally serve nearly 46 million people each day.

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