

MEDIA ADVISORY

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Big Mac Land® Homerun Tradition Continues at Busch Stadium

St. Louis, April 22, 2005- McDonald's Big Mac Land® proudly celebrates its 7th year at Busch Stadium, and has announced it will continue its Cardinals homerun traditions. When a Cardinals player hits a homerun into Big Mac Land, all ticket holders from that game can exchange their ticket for free Big Mac® Sandwich, at participating McDonald's Restaurants, for the week following the game. As an added bonus, McDonald's has designated specific Cardinals games, throughout the season, as Big Mac Land Bonus Nights®.

On Big Mac Land Bonus Nights, ticket holders can score a free Big Mac Sandwich when a Cardinal player hits a homerun ANYWHERE in the stadium. People with a valid ticket stub, from the Big Mac Land Bonus Night game, can go to any participating St. Louis/Metro East McDonald's Restaurant and exchange their ticket for a FREE Big Mac Sandwich. Big Mac Land Bonus Nights will take place on the following dates:

TONIGHT- Friday April 22

Friday May 27

Thursday, June 10

Friday, July 22

Saturday, August 19

Thursday, September 8

Saturday, September 30

The giveaway begins the day following the Bonus Night homerun, and lasts for 7 consecutive days. For example, if the homerun is hit on a Friday Bonus Night, the giveaway starts on Saturday and continues through to the next Friday. Tickets may only be redeemed during regular menu hours, and limits one Big Mac per ticket stub. Ticket must be relinquished at that time. For more information regarding Big Mac Land and the Bonus Nights, visit mcdonaldsstl.com.

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 50 million people in 119 countries each day.

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