

FOR IMMEDIATE RELEASE

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**CARDINALS BASEBALL AND McDONALD'S RESTAURANTS
LAUNCH 'CARDS' CARDS' – EVERYONE'S A WINNER!**

St. Louis, April 16, 2004 – St. Louis Cardinals' fans who dream of throwing out the first pitch at a game could turn that dream into reality - if it's in their Cards' Cards! McDonald's Restaurants of St. Louis/Metro East are offering free scratch off 'Cards' Cards' to customers with the purchase of any extra value meal beginning Tuesday, April 20th. There are **4 million** prizes and offers including:

- Throw out the first pitch and receive 8 free tickets to the game.
- Deluxe Suite for 12 people.
- Season tickets for the St. Louis Cardinals 2005 Season.
- Free tickets for 2004 Season.
- Special Guest in McDonald's Pre-Game On-Field Parades.
- Big Mac Land Tickets.
- Buy One Ticket get Another Ticket – Free.
- \$5 Tickets.
- 50% off tickets.
- 15% discount in Cardinals' Gift Shop.

“This is one of the largest sports promotions that has ever taken place in St. Louis. There are literally millions and millions of Cardinals prizes and offers available for our customers,” said Dave Giarla, President of the McDonald's St. Louis Co-op.

For more information about Cards' Cards, please log onto www.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 46 million people each day.

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