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CUSTOMERS CAN NOW GIVE McDONALD'S THE CREDIT

St. Louis, November 8, 2004- Local McDonald's Restaurants are taking convenience to the next level, by offering customers the ability to pay with all major credit and debit cards. The launch will take place this month, in more than 80% of St. Louis/ Metro-East McDonald's Restaurants.

"Our main goal is to continually find new and better ways to serve our customers," said Dave Giarla, McDonald's Co-Op President. "Our menu choices have expanded, and credit and debit card technology in both our drive-thrus and inside our restaurants, provides our customers with more options and faster service," Giarla added.

As a part of this extensive marketing campaign, McDonald's street teams will distribute approximately \$20,000 in cash, food and prizes. A unique element of this promotion is the distribution of 10,000 one-dollar bills, each affixed with a sticker, announcing McDonald's cashless option. "McDonald's is excited to be giving away this money. As far as we know, this is the first time a quick service restaurant is actually giving cash to its customers to spend elsewhere," said Giarla. The idea is that the customers can keep the cash, because McDonald's now accepts their credit and debit cards.

The McDonald's Street Teams will visit a variety of events in the St. Louis area, ranging from family and sporting events to hip nighttime venues. "We want to get the message that McDonald's is now accepting all major credit and debit cards to as many customers as we can, and the Street Teams will essentially continue to build the positive message that McDonald's is a fun and contemporary brand," said Giarla.

Using credit cards at McDonald's is as safe as using them at any well-established merchant. Each participating restaurant is also equipped with a back-up system to eliminate potential down time.

McDonald's is the leading global foodservice retailer, with 154 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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