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## **McDONALD'S INCREASES CHICKEN PORTFOLIO WITH NEW PREMIUM CHICKEN SANDWICH**

**St. Louis, August 1, 2005-** Tomorrow McDonald's will debut its three new Premium Chicken Sandwiches in restaurants, nationwide. The Classic, Ranch BLT and Club join McDonald's growing premium chicken portfolio, which includes Chicken Selects®, Chicken McNuggets® and its premium Chicken Salads.

McDonald's is the nation's leading seller of chicken sandwiches, and serves more than 600 million pounds of chicken annually. "A fourth of all Americans are already eating chicken sandwiches at McDonald's and other quick-service restaurants," said George Watts, president of the National Chicken Council. "We applaud McDonald's on its new high-quality line of Premium Chicken Sandwiches."

The three Premium Chicken Sandwiches combine menu innovation with the finest quality ingredients to produce three flavorful chicken sensations. Each sandwich comes with the choice of a grilled or crispy chicken breast, fresh green leaf lettuce and juicy tomato, served on a honey-wheat toasted roll. The sandwiches also include premium ingredients like all-natural Swiss cheese, and hickory-smoked bacon.

"As the demand for chicken increases, it's important for McDonald's to meet consumers' desire for quality chicken products," says Mike Klak, St. Louis/Metro East McDonald's Co-op President. "The Premium Chicken Sandwich reflects consumers' changing tastes, their lifestyle needs and it gives our customers a premium taste without a premium price."

From August 11 to 14, McDonald's will be handing out Premium Chicken Sandwich menus featuring three coupons (one for each sandwich) in participating restaurants nationwide, while supplies last. The coupons offer a free medium drink and medium fry, with the purchase of a Premium Chicken Sandwich.

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 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information on McDonald's visit [www.mcdonalds.com](http://www.mcdonalds.com).

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