



FOR IMMEDIATE RELEASE

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McDONALD'S® PREMIERES REDBOX™ DVD RENTALS IN ST. LOUIS

Fully Automated DVD Kiosks that Feature the Latest Movies for Only a Dollar a Night

St. Louis, August 30, 2005 - Having dinner and renting a movie has never been easier as local McDonald's launch *redbox*, the latest innovation in movie rentals. *Redbox* is a state-of-the-art self-automated kiosk that offers guests the latest DVD rentals for only \$1 per night, plus tax. Beginning September 5, 2005, *redbox* will premiere in the St. Louis and Metro East McDonald's restaurants, as part of a multi-city national test.

"We are thrilled to have *redbox* in our restaurants," said Mike Klak, St. Louis/Metro East McDonald's Co-op President. "*Redbox* is a fun and convenient way to rent movies, and it makes a dinner and movie night, simple and inexpensive."

Consumers 18 years of age or older, with a valid credit or debit card, can rent movies in less than one minute. They simply make their DVD selection on the touch screen, swipe their credit or debit card for payment, and enter an email address to receive an electronic receipt. Each *redbox* kiosk will feature 35-40 of the most recent popular movie titles, with new releases added every Tuesday.

Consumers can keep the DVD for as long as they would like, for only \$1 per night plus tax. After 25 days the rental charges cease, and the DVD is the consumers to keep. Rented DVDs can be returned to any local, or nationwide *redbox* location. An interactive *redbox* locator, featuring an updated listing of locations can be found at www.redbox.com.

It is projected that more than 85% of the McDonald's restaurants in the St. Louis/Metro East area will have *redbox* installed this month, making St. Louis the 6th *redbox* market in the United States. *Redbox* launched in Denver area McDonald's in 2004 and have already rented over 2 million DVDs! (Additional *redbox* information and b-roll footage is available upon request).

(more)



i'm lovin' it

About McDonald's

McDonald's is the leading global foodservice retailer, with 152 restaurants in the St. Louis and Metro East Area. 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.

About Redbox:

A wholly owned subsidiary of McDonald's Corporation, *redbox* is the leading renter of DVDs through automated kiosks. *Redbox* continues to revolutionize the DVD rental industry as it expands its footprint inside McDonald's restaurants, grocery stores and other locations. More information about *redbox* can be found at www.redbox.com

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