



For Immediate Release

**McDONALD'S® CANADA ANNOUNCES TORINO 2006 OLYMPIC WINTER GAMES
SUPPORT**

Countdown to the 2006 Olympic Winter Games begins

Toronto, ON (January 9, 2006) – With only five weeks until the Torino 2006 Olympic Winter Games, McDonald's Canada announces its Olympic sponsorship and comprehensive schedule of activities and events built around McDonald's sponsorship of the Games. The varied programs will help McDonald's employees and customers celebrate the Olympic Games leading up to and during the Torino 2006 Olympic Winter Games.

“McDonald's Canada is a proud and longstanding Olympic sponsor,” said Louie Mele, President, McDonald's Restaurants of Canada Limited. “At McDonald's, we applaud the passion and pursuit of excellence that our Canadian Olympians and hopefuls exhibit. We are thrilled to support our athletes as they work to achieve their Olympic dreams and allow our customers the opportunity to discover the Olympic Spirit by visiting their local McDonald's.”

McDonald's is a TOP (The Olympic Partnership program) Global Sponsor and the Official Restaurant of the Olympic Games. A strong supporter of the Canadian Olympic effort, McDonald's Canada has planned the following:

Gold Medal Meal Promotion

As Canada's athletes go for Olympic gold, customers across the country can help deliver a dream, and enjoy a special Gold Medal Meal offering during the month of February. Purchase a Big Mac® Extra Value Meal during February and McDonald's Canada will make a donation to *Own the Podium – 2010*. For more information on *Own the Podium – 2010*, please visit www.vancouver2010.com.

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McDonald's Olympic Champion Crew

Once again this year, McDonald's Olympic Champion Crew members have the once-in-a-lifetime opportunity to proudly serve the athletes, coaches, officials, media and spectators their favourite McDonald's food in Torino, alongside McDonald's employees from around the world. Six Canadians have been chosen from among McDonald's 1.6 million employees in more than 100 countries nationwide, including more than 77,000 Canadian employees, for the outstanding work ethic and dedication to excellence they bring to their jobs each and every day.

Olympic Champion Crew Blog

A new component for this year's team will be the McDonald's Olympic Champion Crew blog, a special online web log diary where visitors to the site will have the chance to learn about some of the crew members' journeys to the Games, their adventures in Torino and their overall Olympic experience. The site will launch in early February.

Team McDonald's

A group of past, current and future Olympians will make up Team McDonald's. These athletes have been selected based on the spirit, enthusiasm, sportsmanship and dedication they bring to their sport and to leading a balanced active lifestyle. The athletes will work with McDonald's Canada in a number of ways to help spread the Olympic Spirit in the coming months and years.

McDonald's Team Canada Hockey Olympic Mini-Jerseys

To honour Canada's beloved sport, six McDonald's Team Canada Hockey Olympic Mini-Jerseys will be available for purchase for \$2.99 plus tax with any fry, drink, side salad or hash brown purchase, during the month of February, while supplies last at participating McDonald's restaurants across the country. The Mini-Jerseys will feature home, away and alternate jerseys for a group of pre-selected players, and will be available in sequence. A display stand and special Wayne Gretzky connector card will also be available for \$2.59 plus tax, while supplies last.

Olympic Games Creative

New global and Canadian creative will also be launching. The creative will focus on celebrating Olympic dreams and passion. In addition, select Team McDonald's athletes will appear in *First Fan* vignettes produced by CBC Sports. Olympic Games inspired creative will also appear on select product packaging.

McDonald's Feeds the World's Best Athletes

As the Official Restaurant for the sixth consecutive Olympic Games, McDonald's will feed the more than 15,000 athletes, coaches, officials and media attending. The two full-service McDonald's Olympic venue restaurants being built are located in the Torino Olympic Village – Villaggio Olimpico – and the Main Press Center at Lingotto. Both restaurants will open at the end of January, prior to the start of the Games. Spectators from around the world will be able to visit the 12 additional McDonald's restaurants throughout Torino to enjoy their favourite menu items, from the Big Mac[®] sandwich and world famous fries, to McDonald's Salads Plus[™] line and popular breakfast items, including the Egg McMuffin[®] sandwich.

About McDonald's and the Olympic Games

McDonald's commitment to the Olympic Movement began in 1968, when the company airlifted hamburgers to U.S. athletes in Grenoble, France. Since then, McDonald's has served its menu of choice and variety to millions of athletes, their families and their fans. The Torino 2006 Olympic Games mark McDonald's fifth Olympic Games as a TOP Global Sponsor and its sixth as the Official Restaurant of the Olympic Games. McDonald's sponsorship will continue through the 2012 Olympic Games in London.

About McDonald's Canada

McDonald's is the leading foodservice company in the world. McDonald's Restaurants of Canada Limited and its Canadian franchisees own and operate more than 1,375 restaurants and employ more than 77,000 Canadians coast to coast. Approximately 65 per cent of McDonald's Canadian restaurants are locally owned and operated by independent entrepreneurs. For more information about McDonald's Canada, visit the company's web site at www.mcdonalds.ca.

For more information, please contact:

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