



McDonald's® Angus Burger unveiled as latest hamburger “masterpiece”

Made with 100% Angus beef, newest creation is part of storied history

Toronto, ON (April 24, 2008) – After years of development, McDonald's Canada is proud to unveil the next evolution of a classic, four decades after it introduced its original hamburger to Canadians.

The new McDonald's Angus Burger, which will be available at participating restaurants in Canada (excluding certain retail locations) starting April 29th, is the newest variation on an old favourite, made with 100% Angus beef and homemade-style ingredients.

The 100% Angus beef patty – lightly seasoned with salt and pepper – is one of many elements which give this new burger a homemade look and taste. With fresh ingredients including ripe tomato slices, crisp whole leaf lettuce, rings of red onions, sliced pickles, savory garlic mayonnaise and tangy mustard on a toasted bakery-style bun exclusive to McDonald's, the Angus Burger was developed to satisfy the most discerning palates.

“The introduction of the Angus Burger is yet another chapter in our menu evolution as we strive to provide our customers with more choices to satisfy a wide range of tastes,” says Laurie Laykish, Senior Vice President, Menu and Strategy, at McDonald's Canada. “From the Big Mac® sandwich to the Quarter-Pounder® sandwich and the double cheeseburger, each hamburger on our menu has distinctive features, but they all share the attributes that people have come to expect from McDonald's: quality ingredients, exacting standards and a taste that is simply unique.”

To celebrate its arrival, McDonald's Canada will convene media and special guests for a peek at McDonald's hamburgers past and present as part of a unique exhibit held at The Carlu in downtown Toronto entitled *The Burger As Art: A Retrospective*. Featuring the Angus Burger as the new masterpiece of the mouth-watering collection, visitors will have a chance to see exclusive artifacts and multimedia displays highlighting the 40-year history of McDonald's hamburgers in Canada.

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“Many of our McDonald’s hamburgers have become staples; some achieved iconic status, while others have come and gone. Today, we’re thrilled to serve what we believe is the best Angus beef burger in the quick-service industry,” added Laykish.

As with other menu offerings, customers have the choice to customize their order depending on taste preferences. The Angus Burger will be available April 29th in participating McDonald’s restaurants in Canada for \$4.99 plus tax (or \$6.99 plus tax as part of an Extra Value Meal) and the Angus Burger with Bacon & Natural Cheddar Cheese will be offered at \$5.99 plus tax (or \$7.99 plus tax as part of an Extra Value Meal).

To support the launch of the Angus Burger, McDonald’s Canada has developed a national campaign highlighting its home-style look and taste with the tagline: “Just like you’d make, so why not take the credit?” Running from May 2nd to June 9th, the campaign features a multi-media platform (TV spots, radio ads, out-of-home and online) which revolves around the main character trying to pass off the new McDonald’s Angus Burger as something that he has made himself.

Starting May 5th, a micro site (www.takethecredit.ca) will offer tongue-in-cheek tips to help people sound more credible – as they take the credit for having made the burger from scratch – by demonstrating knowledge about the various ingredients in the McDonald’s Angus Burger.

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 1,400 restaurants and employ more than 77,000 Canadians coast to coast. Approximately 70 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

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For more information or high-res images and visuals:

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