



***** MEDIA ADVISORY - B-ROLL PACKAGE ON BIG MAC'S 40TH ANNIVERSARY *****

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McDONALD'S® CELEBRATES 40 YEARS SERVING

"TWOALLBEEFPATTIESSPECIALSAUCELETTUCECHEESEEPICKLESONIONSONASESAMESEEDBUN®"

A North American Icon, The Big Mac® Sandwich Proves It's Much More Than The Sum Of Its Ingredients

Toronto, ON (Aug. 22, 2007) – Over the last 40 years, the Big Mac sandwich – with its catchy jingle and elusive sauce recipe – has solidified itself as a permanent fixture on the North American landscape. McDonald's today honoured the sandwich that long ago joined baseball and apple pie as an indelible symbol of American pop-culture – and then became a Canadian favourite.

Jim "MJ" Delligatti, 89, one of the earliest franchisees of McDonald's founder, Ray Kroc, invented the Big Mac in his Uniontown, Pa. restaurant and introduced it for 45 cents in 1967. Consisting of two 100% all-beef patties, special sauce, lettuce, processed cheese, pickles, onions on a sesame-seed bun, the Big Mac quickly gained popularity and was introduced on the national U.S. menu in 1968.

"Forty years ago, I would never have dreamed that my creation would turn into a piece of Americana," said Delligatti. "Adult customers at the time were looking for a sandwich made just for them. I gave them what they wanted and now I'm celebrating the anniversary of a true icon."

To commemorate the anniversary, Delligatti and his family officially opened the doors to the McDonald's® Big Mac® Museum Restaurant – "the most tasteful museum in the world" – today in North Huntingdon, Pa. The combo museum/restaurant features the world's largest Big Mac statue (measuring 14 feet high and 12 feet wide), and hundreds of historic artifacts and high-tech exhibits that celebrate the Big Mac.

"It might surprise people to know that some of our most enduring products and programs have come through our network of owner/operators and suppliers," said Jim Skinner, Chief Executive Officer, McDonald's Corporation. "Forty years ago, Jim set the precedent for creative thinking and partnership that led to development of other well-known McDonald's menu items."

Following the success of the Big Mac, McDonald's took on suggestions from other franchisees such as Herb Peterson who created an egg-cheese-and-Canadian bacon sandwich called the Egg McMuffin® and Lou Groen who created the Filet-O-Fish® sandwich.

Keith Reinhard, Chairman Emeritus of DDB Worldwide, and his creative group at Needham Harper and Steers developed the famous Big Mac advertising promotion,

“Twoallbeefpattiespecialsaucelettucecheesepicklesonionsonasesameseedbun” in 1974. The jingle gained notoriety when Max Cooper, a Birmingham, Ala. McDonald's franchisee, developed a "man-on-the-street" promotion that rewarded customers who could recite the jingle correctly in four seconds or less with a free Big Mac. Those who faltered ended up in a local commercial in 1975 featuring the jingle "bloopers."

Today, approximately 550 million Big Mac sandwiches are sold each year in the United States alone. In 2006, McDonald's Canada sold more than 55.9 million Big Mac sandwiches, with the average restaurant selling more than 1,000 units a week. Incidentally, Canada became the first country outside the United States to offer the Big Mac to its customers.

“We began serving it in 1968 and it's been our flagship sandwich ever since,” said George Cohon, Founder, McDonald's Canada/McDonald's Russia. “It was not only a catalyst for the brand's growth in Canada, its iconic status helped break down barriers as we worked toward making the dream of opening a McDonald's restaurant in the heart of the former Soviet Union a reality.”

The sandwich is sold in over 100 countries and, because of its global presence, inspired The Economist Magazine's "Big Mac® Index," an annual comparison of foreign currency values against the U.S. dollar.

“This milestone coincides with the 40th anniversary of McDonald's Canada and we're thrilled to join the entire McDonald's system in celebrating this momentous occasion,” said Louie Mele, President of McDonald's Canada, who has seen first-hand the rise in popularity of the Big Mac, having started his 35-year career at McDonald's as a crew person in 1972 in Windsor, Ontario.

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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 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.

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