

## **CUSTOMER-DRIVEN BY DESIGN: McDONALD'S CANADA® UNDERGOING EXTENSIVE MAKEOVER**

**New design philosophy will have more than 500 restaurants nationwide  
looking *Forever Young* by 2010**

**Toronto, ON (September 12, 2007)** – As part of its ongoing efforts to meet the needs of its customers, McDonald's Canada has embarked on an ambitious re-imaging program that will see more than 500 restaurants across the country showcase a more relevant and inviting atmosphere.

Customers in many communities have already caught a glimpse of the contemporary exterior and interior design features that define the program. Appealing colours and natural materials combined with flat screen televisions, leather chairs, fireplaces and modern lighting fixtures bring to life McDonald's Canada's *Forever Young* philosophy.

"We've taken a fresh approach to highlight – from a design standpoint – the changing face of today's McDonald's," said Louie Mele, President, McDonald's Canada. "Our customers have already embraced what we've done to our menu to address their evolving needs and we're confident this bold and exciting initiative will provide them with the experience they're looking for when they visit us."

The interior layout of the restaurants will be redesigned to meet the different needs of today's customers with specific areas such as a high-traffic zone for people on the go, another space created specifically for families and large groups, as well as seating for customers looking to relax in a comfortable and casual setting.

For the restaurant exterior, shades of brown and grey will be complemented with materials including natural and cultured stone and brick masonry. Inside the restaurant, wood and other natural materials will be combined with bold colours and contemporary lighting to create a modern and comfortable atmosphere.

"The feedback we've received from customers and crew alike at restaurants that have already been re-imaged is extremely positive," said Barry Desclouds, McDonald's Canada Vice President overseeing National Restaurant Development. "It has certainly given us a boost in terms of increased traffic and repeat visits, but the most rewarding element is that we've been able to not only meet but exceed the expectations of our customers."

The company has worked closely with its restaurant designers and suppliers to provide its franchisees with different restaurant design options that aim to maintain consistency while being relevant to communities throughout Canada.

“It’s very exciting to be working with McDonald’s Canada on their new restaurant design strategy,” said Karen Skobel, Principal, deSignum Interior Planning. “McDonald’s is very open to exploring new and unique design options which is an ideal opportunity for me to use my creativity as a designer.”

Currently updated restaurants include the following:

- 65 Ellesmere Road, Scarborough, ON
- 805 William Street, Cobourg, ON
- 1615 Dundas Street East, Whitby, ON
- 80 Dundurn Street South, Hamilton, ON
- 3140 Rutherford Road, Vaughan, ON
- 8300, boulevard Newman, LaSalle, QC
- 6025, chemin de la Côte-des-Neiges, Montréal, QC
- 6565, boulevard Hamel, Ancienne-Lorette, QC
- 9400, boulevard L’Ormière, Neufchâtel, QC
- 1400 – 33 Heritage Meadows Way SE, Calgary, AB
- 11053 Ellerslie Road, Edmonton, AB
- 891 Granville Street, Vancouver, BC

McDonald’s Canada plans to re-image more than 100 restaurants in the Forever Young theme by the end of this year and have roughly 530 construction projects completed by the end of 2010.

#### **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](http://www.mcdonalds.ca).

***Media Advisory: To view or download photos of re-imaged McDonald’s restaurants, go to [www.mcdepk.ca](http://www.mcdepk.ca).***

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