



Ice Time at McDonald's

McDonald's rolls out its latest Happy Meal Promotion – ICE AGE 3

Pune, 30th June 2009: Be ready to chill as McDonald's, the world's leading food service retailer, welcomes this season with an Ice trail by giving its Happy Meal fans a chance to experience the thrill of DreamWorks Animation's upcoming film, "ICE AGE 3". To make this occasion memorable the Iconic Chief Happiness Officer Ronald McDonald conducted a fun activity for the kids. This month's McDonald's Happy Meal promotion presents children with a fantastic opportunity to walk home with a set of specially created ICE AGE 3 Happy Meal toys, while munching on their favourite McDonald's meal.

The whole look and feel of the restaurant was themed on ice. The restaurant was decorated with snow covered trees, igloos and lots of ice. Ronald conducted a magic show with the "ICE AGE 3" toys for the kids. The children attending the event were thrilled seeing the changing colours of the ICE Age glasses. They had a wonderful time as Ronald entertained them while they were deliciously enjoying their McDonald's Happy Meal.

Commenting on the promotion, Arvind Singhal, Director Marketing, McDonald's India, (West & South) said, "McDonald's always endeavors to provide its customers unique ways of having fun month after month with its Happy Meals. Today's event is part of our focus on presenting children a unique and fun-filled experience at our restaurants. Ice Age is the total animation experience that adults and kids love and we are excited to give them the opportunity to take home this unique collection of ICE AGE 3 accessories. These uniquely created toys are sure to generate enthusiasm across families."

Throughout July, McDonald's young guests will receive one of the eight toys from "The ICE AGE 3" with the purchase of every Happy Meal. The eight toys include 4 colour changing drinking glasses with "ICE AGE 3" characters embossed on it and 4 lolly makers that are easy to use and a fun kitchen accessory for kids to make multi colored lollies.

These toys will be available from till 31st July 2009 at all McDonald's outlets across Mumbai, Pune, Ahmedabad, Vadodara, Kolhapur, Bangalore, Chennai, Hyderabad, Nasik, Indore and Surat.

Brief Background on McDonald's:

McDonald's is the world's leading food service retailer with more than 31,000 restaurants in 119 countries serving 50 million customers each day.

Celebrating 13 years of leadership in food service retailing in India, McDonald's today has a network of 160 restaurants across the country, with its first restaurant launch way back in 1996. Prior to its launch, the company invested four years to develop its unique cold chain, which has brought about a veritable revolution in food handling, immensely benefiting the farmers at one end and enabling customers to get the highest quality food products, absolutely fresh and at a great value.

In line with its respect for local culture, India is the first country in the world where McDonald's does not offer any beef or pork items. McDonald's has also re-engineered its operations to address the special requirements of vegetarians. Vegetable products are kept separate throughout the various stages of procurement, cooking and serving. The mayonnaise and the soft serves are also 100% vegetarian.

McDonald's has retained the No. 1 position for 3rd consecutive year in the latest 'Business World Most Respected Companies of India', survey in the food retailing industry. The company was also awarded the 'CNBC Awaaz Consumer Award' in the 'Most Preferred Fast Food Company' category. The company has also been honored with the Images Retail Award in the 'Catering Services Category' for the current year.

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