



Thrill your senses at McDonald's restaurants this December

Take home Avatar and Beat Star toys with the Happy Meal this festive season

McDonald's, December 2009: It is double the fun this December for kids at McDonald's, the world's leading food service retailer, as two Happy Meal promotions roll out back to back. The first half of December kicks off with children getting a unique opportunity to take home funky glow toys of characters from the season's most awaited Hollywood thrill-fest – Avatar. Festivities get a further boost with children getting a chance to test their hidden musical talents courtesy the Beat Star musical toys they get to take home with every Happy Meal. The Happy Meal offers are now also available with Chicken McNuggets as well as the hot favorite burgers. The McDonald's Happy Meal is available from Rs 69 onwards and the McDonald's Chicken McNuggets Happy Meal is priced at Rs 99 only.

Avatar the science fiction parable set in the 22nd century has a host of stunning effects and is slated for a worldwide release on 18th December, 2009. In line with this launch, the Avatar toys will be a part of every Happy Meal you buy from 12th December. You get to choose from six different movie characters - Jake, Banshee, Direhorse, Leonopteryx, Hexapede and Neytiri in the form of glow toys. To keep the festive mood lively, the children take a pick from 5 musical Beat Star toys with the purchase of every Happy Meal from 23rd December, 2009. Welcoming 2010 with an own musical number would have never been so special.

Commenting on the promotion, Arvind Singhal, Director Marketing, McDonald's India (West & South) said, "Avatar is a keenly awaited adventurous sci-fi movie, so to possess one or all the characters of the movie in the form of a toy would be quite a thrill for children. Beat Star musical toys are also the perfect way to celebrate Christmas and usher in 2010 with a bang!"

The toys will be available along with Happy Meals at all McDonald's outlets across India.

Brief Background on McDonald's:

McDonald's is the world's leading food service retailer with more than 31,000 restaurants in 118 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 over 170 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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