



Press Release



McDonald's rolls out its latest Happy Meal Promotion – McDigi 2

Surat, 13th May: It's the beginning of the holiday season and that means its time for you to discover a world of fun at your fingertips, as McDonald's India rolls out its latest promotion, '**McDigi 2 Happy Meal**'. All you need to do is grab your delicious Happy Meal and make your pick from a choice of six unique hand-held digital games, developed exclusively for McDonald's.

To promote this offer McDonald's conducted a fun filled tele-games where two groups of kids dressed in colours of McDonald's aged 9- 10 years played various games in a calculated time frame of 10mins at the Surat Valentine Mall Restaurant of McDonald's. The game was judged by the life size Burger Mascot. There was a set up of mini games of Football and basketball which the kids enjoyed to the fullest. Also as part of the gaming event they competed against each other by playing the actual McDigi 2 hand games.

The McDigi Happy Meal promotion gives you a chance to hone your digital sport skills in six games including Tennis, Swimming, Baseball, Basketball, Soccer and Pole Vault. As an added attraction two of the digital toys, Baseball and Tennis, are motion sensor games, which guarantee a fun workout as when you move your hand to the right, the ball will follow your move too!

Commenting on the promotion, Arvind Singhal, Director Marketing, McDonald's India, West & South said, "It is the gen-next age where everybody is looking for a taste of digital entertainment and McDonald's is delighted to present customers with another unique Happy Meal promotion. The McDonald's McDigi Happy Meal property combines the thrill of playing a sport with the coolness quotient of digital gaming thereby creating a thrilling experience. The power of motion gaming creates an additional element of fun interactivity, which we are sure will create a craze not only among kids but across age groups."

This promotion will be running at McDonald's restaurants till from May 1st to 31st May, 2009 across Mumbai, Pune, Ahmedabad, Vadodara, Kolhapur, Nasik, Indore, Surat, Hyderabad, Chennai & Bangalore.

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 vegetarian. 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.

A leading food service retailer with 160 restaurants in India, McDonald's India caters to 3 lakhs customers every single day.

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