



MCDONALD'S SPONSORSHIP AT THE BEIJING OLYMPICS

"THREE MONTHS TO GO"

MCDONALD'S COUNTDOWN TO THE BEIJING 2008 OLYMPIC GAMES CONTINUES

With three months to go until the Olympic Games in Beijing, McDonald's plans to bring the Olympic Games to life for its customers around the world. McDonald's became an Official Sponsor of the Olympic Games in 1976 and has a long-standing commitment to the Olympic Movement. At the 1968 Olympic Winter Games, McDonald's airlifted hamburgers to U.S. athletes competing in Grenoble - France, after they reported being homesick for McDonald's food. Since then, the company has served its menu of choice and variety to millions of athletes, coaches, their families and fans. The

Beijing 2008 Olympic Games mark McDonald's sixth Olympic Games as a Worldwide Partner and seventh as the Official Restaurant of the Olympic Games. McDonald's current sponsorship will continue through the 2012 Games in London.

**Q & A WITH MOHAMED MANSOUR,
MCDONALD'S EGYPT GENERAL
MANAGER:**

**How do you see the investment of
McDonald's in the sports industry?**

With everything going around us in the world today, sport seems to be the most lucrative medium for bringing people together and creating grounds for more understanding worldwide. It seems to generate an enormous rush of





compassion that has proven to be most effective in creating more harmony among humans.

McDonald's has been very diligent with their mission for several years now with it being the official restaurant for the Olympic Games. Moreover McDonald's Egypt has also sponsored Andre Sakakini in show jumping at the 2004 Athens Olympic Games and our plans for further sponsorship in the upcoming Beijing Olympics are being processed.

You are a champion in show jumping; does that add more to your enthusiasm regarding sponsorship in the sports industry?

My prime concern is that there is a substantial investment from McDonald's

into the Egyptian community through the sports industry. This is a cornerstone in the policy of McDonald's International and McDonald's Egypt in particular, with 3.000 staff members working within McDonald's Egypt. I feel that the investment we are delivering within the sports field is still a moderate beginning to our future plans.

McDonald's International has a Champion Kids programme; is McDonald's Egypt sending anyone from Egypt?

Yes, McDonald's International has a Champion Kids programme and McDonald's Egypt will be sending two children along with their families who we selected randomly to attend the Beijing Olympics. Again our commitment to our society goes all the way and we will involve

community members in every offer that is internationally possible.

▼ *Mohamed Mansour*





NEW RESTAURANTS TO FEED THE ATHLETES, MEDIA AND SPECTATORS:



For the seventh consecutive Games, McDonald's is the Official Restaurant of the Olympic Games. Construction has begun on the first of four official Olympic restaurants in Beijing: one in the Olympic Village to serve athletes from around the world, one at the Main Press Centre for the more than 20,000 media expected on

site and two for the spectators in the main activity area, the Olympic Green.

Customers will find a wide variety of products, including favourites such as the Big Mac sandwich and World Famous Fries, Premium Chicken offerings including salads, Fruit n' Yoghurt Parfaits, and Corn Cups, a local Chinese favourite. restaurants in the Olympic Village and the Main Press Centre will also feature a McCafé, offering premium espresso-based coffees, made-to-order specialty drinks and a variety of treats.



BRINGING THE GAMES TO LIFE FOR CUSTOMERS:

McDonald's is creating a new global television commercial that celebrates the spirit of the Olympic Movement. In addition, markets around the world will be creating special promotions and advertising to connect with their customers. Furthermore, as part of tradition of giving back to the host country, the company will make a lasting contribution to Beijing through Ronald McDonald House Charities.

CHINA:

As the host country for the 2008 Olympic Games, McDonald's China has a comprehensive plan in place that includes

exciting initiatives such as restaurant promotions, television commercials, alliances with athletes, as well as unique programmes that involve restaurant staff workers and customers throughout China. In addition, 100 McDonald's Champion Kids are being selected from 32 cities across China. For the first time ever, McDonald's China has partnered with CCTV to create a reality show that chronicles the selection of the McDonald's Champion Kids on their journey to Beijing and during the Games.

CHAMPION KIDS:

The Champion Kids programme is the newest addition to Olympic sponsorship and further demonstrates the company's commitment to children's well being. This programme will give up to 300 children from around the world a once-in-a-lifetime opportunity to experience the Olympic Games first-hand, meet athletes, visit cultural sights and interact with other kids from across the globe. A select number of kids will share their stories and experiences with their communities and hometown news outlets. markets are currently in the process of selecting their local participants.

ABOUT MCDONALD'S:

McDonald's is the leading global foodservice retailer with more than 30,000 local restaurants in more than 100 countries. More than 75 percent of McDonald's restaurants worldwide are owned and operated by franchisees and affiliates. Please visit our website at www.com to learn more about the Company. HT

Mohamed Mansour ▼►

