

CORPORATE RESPONSIBILITY - U.S. PERSPECTIVE

Opening Our Doors

Everyone knows McDonald's—or thinks they do. The Golden Arches ... burgers and fries ... Ronald McDonald.



But there's a lot more to McDonald's than you might think. A lot goes on behind the counter and all the way back to the farm to deliver top quality food to our customers.

We're opening our doors to share the facts about what we're doing to address issues that are important to the well-being of our customers and our communities.



We have a culture of corporate social responsibility, dating back to our founder, Ray Kroc. "Be a good citizen," he said. "Be involved in the life and spirit of the community you serve."

Don Thompson
President, McDonald's USA

To give us feedback, call our toll-free customer hotline at 1-800-244-6227 or visit the Contact Us section of our website, www.mcdonalds.com

Please also join the dialogue on our corporate responsibility blog, www.mcdonalds.com/corp/values.html

For an in-depth view of our global corporate responsibility efforts, read our new Worldwide Corporate Responsibility Report. It's online at www.mcdonalds.com

OFFERING MENU CHOICES

At McDonald's, we care about the well-being of our customers, our employees and the general public. So we seek to give them opportunities to make informed choices for themselves and their families.

Our efforts are guided by a global advisory council of independent experts and a team of professional dietitians and nutritionists.

Quality and Safety ... The Foundations for Choice

Our approach to menu choice begins with food quality and safety.



Our food safety standards stretch from farm to front counter. They meet or exceed USDA requirements. In fact, the USDA used our food safety system as a model for its own regulations.

Our standards ensure consistent use of high-quality ingredients. Many of the products we buy come from the same trusted brands people buy in their grocery stores.

Serving Fruits and Vegetables ... And Much More Too

In the last several years, we've been rolling out new menu choices, including more fruit and vegetable options.



In 2005, our U.S. restaurants served approximately 34 million pounds of apples—making us the largest apple purchaser in our industry.

Helping Our Customers Choose

We've been an industry leader in providing nutrition information to our customers for more than 30 years.

We're now taking a further step with a user-friendly format that puts nutrition information right into our customers' hands—on the food packaging itself.



Learn more about our food and beverage offerings at www.mcdonalds/usa/eat.html

A GREAT PLACE TO GROW

McDonald's opens doors to career paths both within and beyond the System.

Karen and Eddie McMillan started behind the counter. Today, they operate six restaurants.



"We didn't come from money. My father worked in a fish market, and Karen's father was an Air Force Master Sergeant. McDonald's gives people like us an opportunity to own a business."



Paola Cain came to the U.S. from Costa Rica in 2001. She started as a crew member. Now she manages a restaurant with \$2.8 million in annual sales.

"I came to the United States following the American dream. I never thought I could be so successful in a foreign country."

Developing Our People

We offer lifelong career and development opportunities. Developing internal talent is one of our top priorities.

We have our own learning academy—Hamburger University. In 2005, the American Council on Education recommended college credits for all the restaurant management and mid-management training courses taught at our HU headquarters campus.



A Diverse System for a Diverse World

McDonald's is widely recognized as a diversity leader in the U.S.

- We were *Hispanic* magazine's Top Company for Hispanics in 2005 and *Fortune* magazine's Best Company for Minorities two years in a row.
- Nearly 37% of staff in our corporate headquarters and U.S. business are minorities, and more than 55% are women.
- Nearly 41% of U.S. Owner/Operators are minorities and women.
- More than \$4 billion a year in products are purchased from U.S. minority and women suppliers.

GIVING BACK TO OUR COMMUNITIES



Giving back to our communities is a core value at McDonald's.

"Owning a McDonald's is a source of pride for me and my family. I would like others to know that we are a caring company."

Linda Dunham,
New York Owner/Operator
Chair, Global Ronald McDonald
House Charities

Hurricane Katrina ... Millions in Cash, Food and Supplies

- Restaurants reopened, where possible, to provide food, water and shelter to victims and relief workers
- Fundraising in our restaurants nationwide
- Continuing salaries and emergency loans for displaced employees
- \$5 million commitment by McDonald's Corporation
- Commitment to reopen—where necessary, by rebuilding—damaged restaurants

Ronald McDonald House Charities

The McDonald's System and our suppliers provide significant ongoing support for Ronald McDonald House Charities and its 139 local independent Chapters in the U.S.



World Children's Day ... Millions for Children's Needs

- Every November, McDonald's restaurants around the world host a unique, coordinated fundraiser for RMHC and other children's charities.
- In celebration of McDonald's 50th anniversary, the global System set a fundraising goal of \$50 million for children's causes. Our U.S. World Children's Day activities helped the System exceed this goal.

Learn more about our contributions at www.mcdonalds/usa/good.html

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