

Shrek enlivens the summers at McDonald's®;

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Everyone's favourite giant green ogre - Shrek and his group of friends Donkey, Fiona, Puss in Boots, Pinocchio and others will be the highlights of the programme. *Shrek -The Third*, the latest release from the celebrated and award winning Shrek series, is scheduled for release in India on June 01, 2007. These unique talking toys will be available exclusively with the following McDonald's Happy Meal®;; ranging from Rs 79/- to 119/-

Speaking on the launch, **Mr. Jyoti Rakheja, Head-Marketing and Corporate Communications, McDonald's India (North and East)**, said 'We are very pleased to bring the magic of Shrek to our Happy Meal customers. This is truly an exciting international property and we are certain that it will be greeted with as much anticipation and excitement in India as we expect it to create across the world.'

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Notes for the Editors:

McDonald's®; is the world's leading food service retailer, with more than 30,000 restaurants serving over 50 million customers each day in more than 119 countries. In India, over 3 lakh customers visit McDonald's®; family restaurants spread across India every day.

McDonald's has 113 restaurants in India of which 66 are in North & East India and 45 in West & South India.

66 restaurants in North & East India: with 29 in Delhi, 9 in Haryana- Faridabad (3), Manesar (1) (Highway and Drive - Thru), Gurgaon (3), Karnal (1) (Highway and Drive - Thru), Panipat (1), 2 in Rajasthan - Jaipur (2), 1 in Uttaranchal - Dehradun (1), 18 in Uttar Pradesh - Noida (4), Ghaziabad (3), Mathura (1) (Highway and Drive Thru), Kanpur (2), Meerut (1), Lucknow (3), Agra (2), Allahabad (1), Varanasi (1), 5 in Punjab - Chandigarh (1), Ludhiana (1), Doraha (1) (Highway and Drive - Thru), Jalandhar (1), Patarsi (1) (Highway and Drive - Thru), 1 in West Bengal - Kolkata (1) and 1 in Himachal Pradesh - Jabli (1).

47 restaurants in West & South India: with 28 in Maharashtra - Mumbai (21), Pune (7), Nasik (1), 7 in Gujarat - Ahmedabad (4), Vadodara (2), Surat (1), 4 in Andhra Pradesh - Hyderabad (4), 3 in Madhya Pradesh - Indore (3) and 3 in Karnataka - Bangalore(4).

As a leader in the QSR segment (Quick Service Restaurant) McDonald's has pioneered various industry benchmark practices over the past decade of serving Indian customers, including new concepts such as: Oil Alliances with petroleum giants BPCL and HPCL. The three such alliances with BPCL outlets are in Mathura (2000) (UP), Doraha (2002) (Punjab) and Chanakyapuri (2005) (New Delhi) Novel menu formats: Express Model with a limited menu and Kiosks with a variety of dessert offerings Home Delivery Service (McDelivery™) (2004): Available in select cities First Drive Thru Restaurant at NOIDA (1997) (UP).

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You can also visit www.sampark.com for more information.