

Can Dancing Solve an Eternal Debate? New McDonald's(R) Web Site Tries to Find the Answer

McDonald's launches WhatCameFirst.com for consumers to weigh-in on age-old Chicken vs. Egg debate

CHICAGO (Business Wire EON) April 29, 2008 --McDonald's today launches www.WhatCameFirst.com, a new, interactive and bilingual Web site (en Espanol at www.QuienFuePrimero.com) inviting consumers to log on and take part in the age-old chicken vs. egg debate through a customized Dance-Off.

Web site visitors can:

-- Dance-Off: Upload their photo to a character of their choice and create customizable animations that pit the chicken and the egg against each other in an online Dance-Off.

-- Spread the Word: Share dance sequences with friends and family and invite them to log on and challenge them back.

-- America Speaks: View humorous "man-on-the-street" video interviews from people across the country weighing in on the question of "What came first--the chicken or the egg?"

McDonald's launches www.WhatCameFirst.com in conjunction with the introduction of the new Southern Style Chicken Biscuit and Southern Style Chicken Sandwich, on menus nationwide May 6, providing customers and chicken lovers alike with high-quality and great-tasting chicken offerings from morning to night.

To view the new Web site, take part in the chicken vs. egg debate, and learn more about the new Southern Style Chicken Biscuit and Southern Style Chicken Sandwich, visit www.WhatCameFirst.com, or en Espanol at www.quienfueprimero.com.

About McDonald's

McDonald's USA, LLC is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information about McDonald's visit www.mcdonalds.com.

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