



Make merry with Cartoon Network and Ben 10 toys courtesy your favourite McDonald's Happy Meal this November

November 2008: Take home the popular Cartoon Network characters and alien avatars of Ben 10 as McDonald's, the world's leading food service retailer, kicks off its latest Happy Meal promotion for kids.

McDonald's Happy Meal Toys features the favourite characters of Numbah, Blossom, Bloo and Courage from the popular Cartoon Network shows. These are Mix and Match toys where kids can unleash their imagination by changing the appearance of the toys. For Ben 10 fans McDonald's Happy Meal Toys features the 4 alien avatars of Heat Blast, Four Arms, Diamond Head and Ultra Upgrade.

Commenting on the promotion, Arvind Singhal, Head Marketing, McDonald's India, West & South said "Our endeavour at McDonald's is to get the best of toys to kids through Happy Meals. Cartoon Network and Ben 10 toys are a rage with kids and through these toys we are giving kids a chance to collect their favourite cartoon characters, which currently they were enjoying on Television. It's about giving them a slice of what they see on television in their actual life – the McDonald's way"

This promotion will be running throughout November 2008 at all McDonald's outlets across Mumbai, Pune, Ahmedabad, Vadodara, Indore, Kolhapur, Bangalore, Chennai and Hyderabad.

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 11 years of leadership in food service retailing in India, McDonald's today has a network of 140 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 vegetarians. 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 140 restaurants in India, McDonald's India caters to 3 lakhs customers every single day.