



December 13, 2004

We're proud to announce that McDonald's has been named 2004 Marketer of the Year by *Advertising Age*. We are honored to be recognized with this prestigious award, which is a tribute to the hard work of so many of you from around the world. Congratulations to McDonald's marketing teams and to the countless others who contributed to this global effort.

McDonald's has come a long way on the marketing front, and we have a lot to be proud of. Just a few years ago, our customers were telling us that we had lost touch with them. So we re-examined everything from our growth strategy to our marketing. We began to deliver on the Plan to Win and our goal of recapturing McDonald's leadership marketing role. With the launch of "i'm lovin' it™," we spoke with one brand attitude for the first time in McDonald's history – both internally and externally. Our customers are once again connecting with McDonald's and are lovin' it!

The results of "i'm lovin' it" far exceed our expectations. Our total advertising awareness in our top 10 countries recently reached 86%. *The Wall Street Journal* rated "i'm lovin' it" one of the top five brand campaigns of 2003. In less than one year, people's attitudes changed from giving us the cold shoulder to suddenly seeing McDonald's as cool. And best of all, we are attracting more customers to our restaurants. Customer visits have increased about 1.9 million per day in 2004.

Enclosed is a poster to commemorate this award. Display it with pride. And again, congratulations on a job well done.

A handwritten signature in black ink, appearing to read "Jim Skinner".

Jim Skinner  
Vice Chairman and  
Chief Executive Officer  
McDonald's Corporation

A handwritten signature in black ink, appearing to read "Larry Light".

Larry Light  
Executive Vice President and  
Global Chief Marketing Officer  
McDonald's Corporation