



McDonald's® Shakes Things Up Online with Return of Cult Favourite
- Anticipation Builds around Arrival of the Shamrock Shake -

Toronto, ON (February 26, 2008) – Just in time for St. Patrick's Day, McDonald's® Canada today announced the return of a customer favourite, the Shamrock Shake. With its sweet minty taste and Irish-green colour, this popular shake is making a highly-anticipated return. Starting on February 26th, for a limited time, the Shamrock Shake will be available in participating McDonald's restaurants across the country.

Not seen in Canada for more than five years, the Shamrock Shake has gained an almost cult-like following. In recent years, enthusiasts have begun banding together online with dedicated Web sites, blogs and fan groups – celebrating the nostalgia and great taste of the shake and pleading for its return.

“We are so excited to re-introduce a product that so many of our customers love,” says Laurie Laykish, Senior Vice President, Menu and Strategy, at McDonald's Canada. “We knew the shake had maintained a nostalgic connection with customers – we just couldn't believe how many of them had taken the discussion to a whole new level online.”

Also making an appearance is Uncle O'Grimacey - the elusive McDonaldland® character from yesteryear. As the fable goes, O'Grimacey is the uncle of the beloved character Grimace and visits his nephew in March, leading up to St. Patrick's Day, just in time to enjoy the incredibly delicious Shamrock Shake. Canadians can become friends with O'Grimacey and join his Shamrock Shake group by clicking here:

http://www.facebook.com/people/U_Ncle_OGrimacey/1132786008

Limited-time offers such as the Shamrock Shake have traditionally elicited excitement and anticipation from customers across Canada. Despite his Irish lineage, Ben Mulroney, host of CTV's *eTalk* and *Canadian Idol*, longs for a different menu item from the past and is among the many customers who have made heartfelt pleas to bring back the McRib® sandwich.

With the return of the Shamrock Shake, and an increasing demand from customers for the return of old favourites, Canadians are left wondering: what will be next?

About McDonald's® Canada

McDonald's® is the leading foodservice company in the world. McDonald's Restaurants of Canada Limited and its Canadian franchisees own and operate more than 1,400 restaurants and employ more than 77,000 Canadians coast to coast. Approximately 65 per cent of McDonald's Canadian restaurants are locally owned and operated by independent entrepreneurs. For more information about McDonald's Canada, visit the company's web site at www.mcdonalds.ca

-30-

For more information:

McDonald's Media Relations
1-877-786-3342