



SUBJECT: News release for immediate distribution

On his way to his third Olympic Games

ALEXANDRE DESPATIE IS READY

I'm raring to go! If I dive the way I know I can, I'll have a great Olympics!

MONTREAL, July 17, 2008—Alexandre Despatie has been thinking about Beijing for months, and just weeks before competing in his third Olympics, he feels ready to tackle the biggest challenge of his career. “My injury is behind me, and the past two months on the diving board have been very intense. I like the way I’m diving, and I’m confident that I’m back at the same technical level,” says Alexandre. “I’m eager to get back into competition and feel ready to take on the world’s top divers—and Chinese audiences!”

For his final preparations and to get used to the time zone change, the 23-year-old athlete will be leaving Montreal in the next few days for Australia to take part in a training camp in Sydney with his fellow members of the national diving team, including Arturo Miranda and Marie-Eve Marleau. He will then head directly to Beijing and move in to the Olympic village, a stone’s throw from the Water Cube. From there, he will go to Xi’an for a few days to meet up with the entire Olympic diving team for a last preparatory camp. Alexandre will be competing in the 3 m and the 3 m synchro dives with his partner, Arturo Miranda.

As he heads to his third Games, Alexandre has the support of McDonald’s Restaurants of Canada to encourage him as he goes after his Olympic dream. “McDonald’s has been supporting Alexandre’s career for nearly 10 years now, and it is with great pride and fondness that we accompany him to Beijing so he can achieve his Olympic dream,” said Richard Caron, senior marketing manager, eastern region, McDonald’s Restaurants of Canada Limited. “But he’s not the only one we will be supporting since our campaign will focus on parents’ efforts and commitment in an athlete’s journey. The example of Christiane and Pierre Despatie is eloquent, and we thank them for allowing us to share it,” he added.

McDonald’s Olympics campaign

For McDonald’s Canada, the campaign developed for the Beijing Games will be the first step toward the Vancouver 2010 Games. Even if these are Summer Games, the campaign will be inspired by the “2010 McDonald’s Hopefuls,” which is under Alexandre’s ambassadorship. This

program is unique in that it goes beyond highlighting the athletes' performance; it underscores the invaluable contribution made by parents.

The advertising campaign will span the entire Olympic Games, from August x to x, on television via a 15 or 30 sec spot entitled "Little diver." "There was never a doubt that Alexandre would be the centre of our Olympic campaign, in his role as ambassador of the 2010 McDonald's Hopefuls program. The relationship between Alexandre and his mother and father is the perfect example of how important parents are in supporting their child's dream," said Mr. Caron.

"I think it's great that McDonald's is paying tribute to the parents by recognizing their important role in the life of an athlete. With their caring, their understanding, their attentive listening and their tireless dedication, parents are there behind every career highlight their child experiences, said Christiane Despatie. "For us, happiness is the key to success, and we have always urged our children to make the effort needed to realize their dreams. Even today, before every competition, we still tell Alexandre the same thing: enjoy yourself. For a parent, seeing your child happy is worth more than any medal."

"If there is one group of people worthy of a tribute, it is the athletes' parents. I am very happy that McDonald's has thought of them. They are so important to us. Without my parents, my career highs would not have been so outstanding and my career lows would certainly have been more difficult," added Alexandre Despatie.

Olympic Champion Crew

McDonald's will also be giving the opportunity to six Canadian McDonald's employees, including Bounthalom (Boun) Prasith from Saint-Hubert, to head to China to represent their country as part of the McDonald's Global Olympic Champion Crew team at the upcoming Beijing Olympics.

Mr. Prasith took the opportunity to meet with Alexandre before his departure for China. The manager of two McDonald's restaurants located in downtown Montreal is a huge fan of Alexandre because of his perseverance, his effort and his dedication.

"I'm honored to be given this opportunity by McDonald's Canada. Unlike the athletes, I won't be competing, but I know I'll enjoy meeting people from around the world and experiencing the uniqueness of the event. I'll be attending some swimming and soccer competitions, but I especially look forward to encouraging Alexandre during his big moment," said Mr. Prasith.

To follow Alexandre's journey in Beijing: www.alexandredepatie.ca

Alexandre's fans can check out the new look of his official website (www.alexandredepatie.ca). A new Olympic section has been added to accompany the athlete during his journey to China and track his competitions and results. "I will keep in touch via my website until the opening of the Games. Then, with help from my parents, who will be sharing their travel log, the site team will be working hard to add new information everyday," added Alexandre.

About McDonald's and the Olympic Games

McDonald's became an official sponsor of the Olympic Games in Montreal in 1976 and has long been committed to the Olympic Movement. At the 1968 Olympic Winter Games, McDonald's airlifted hamburgers to US athletes in Grenoble, France. Since then, McDonald's has served its menu of choice and variety to millions of athletes, their families and their fans. This summer's Olympic Games in Beijing mark McDonald's sixth Olympic Games as a TOP Global Sponsor and its seventh as the Official Restaurant of the Olympic Games. McDonald's sponsorship will continue through the 2012 Olympic Games in London.

About McDonald's

McDonald's is the world leader in the food service industry. In Quebec, McDonald's Restaurants of Canada and its franchisees own and operate more than 290 restaurants and employ more than 13,000 people. Over 80% of McDonald's restaurants in Quebec are owned and operated by franchisees. For more information about McDonald's, visit the company's Web site at www.mcdonalds.ca.

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