



NEWS RELEASE

FOR IMMEDIATE RELEASE

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McDONALD'S® COMMEMORATES MILESTONE BIRTHDAY

Join the celebration at McDonald's® Restaurants of Hawaii

HONOLULU – McDonald's Restaurants of Hawaii invites everyone to a birthday party at all McDonald's locations across the state on April 15, 2015 from 11 a.m. to 2 p.m. in honor of their 60th birthday.

Celebrate with McDonald's crewmembers and fellow customers with birthday cake, special guests and giveaways. In addition, customers will be able to purchase a hamburger for 60 cents (limit 5 per purchase) during the celebration. Guests are also encouraged to "take a walk down memory lane" and visit McDonald's during the month of April to share their favorite "McMoments" or special McDonald's memories, which will be displayed in restaurants throughout the month.

"This 60th Anniversary is a shining moment for McDonald's and we are having a special celebration just for our customers," said Veronica Kaneko, McDonald's Restaurants of Hawaii president and managing director. "We want to thank them and appreciate their continued loyalty and support. We have created so many wonderful moments for individuals and families at our restaurants over the past decades and more, and we remain committed to our legacy of touching their lives with great food and service experiences."

(more)

In 1955, there were seven products on the menu and the first day of sales totaled \$366.12. This was the year that Ray Kroc opened his first McDonald's restaurant in Des Plaines, Illinois. April 15, 1955 to be exact.

"Quality, service, cleanliness and value," the core principles devised by McDonald's visionary leader, Ray Kroc, led to the growth and success of the brand. Brand trust resonated among customers, franchisees, employees and even suppliers, whose contracts with McDonald's were simply sealed with a handshake. McDonald's was, and still is, the quick-service restaurant with quality standards higher than any other brand in the industry.

Flash forward 60 years later to April 2015. McDonald's serves more than 27 million customers daily in 14,000 restaurants throughout the United States. McDonald's is a household name and family favorite as many flock to the restaurants for their famous burgers, fries and to spend quality time with family and friends. McDonald's helps make memories for many families, from the littlest tykes to the oldest kin.

Engage with McDonald's Restaurants of Hawaii on Twitter @McDonaldsHawaii and test your McDonald's trivia knowledge.

Come, enjoy, share memories and create new ones with McDonald's during the month of April!

About McDonald's Restaurants of Hawaii

McDonald's Restaurants of Hawaii has 86 restaurants and more than 5,200 employees in Hawaii, Guam and Saipan. In Hawaii alone, the company has 76 restaurants and more than 4,600 employees. McDonald's total economic impact on the state yearly, directly and indirectly, is about \$370 million in spending and nearly 12,000 jobs in the community. McDonald's prides itself on offering career opportunities to employees, with most managers staying with the company for more than 18 years. Follow McDonald's Restaurants of Hawaii on Twitter at @McDonaldsHawaii.

About McDonald's

McDonald's USA, LLC, serves a variety of menu options made with quality ingredients to more than 27 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by businessmen and women. Customers can now log online for free at approximately 11,500 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit www.mcdonalds.com, or follow us on Twitter and Facebook.