

MAKING LIFE MORE FUN



You: Enjoying *All* Of Your Day?

(NAPSA)—According to a recent consumer survey, almost all Americans (96 percent) enjoy some of their time during the day, but only one in four say that they enjoy all of their day. The new “Winning Time™” game seeks to help consumers better enjoy their time.

“We are thrilled to be back in the game with ‘Winning Time’. It provides a great way for our customers to win innovative prizes and have a fun restaurant experience,” says Douglas Freeland, McDonald’s National Marketing Director. “‘Winning Time’ gives customers the opportunity to win cash, trips with opportunities to meet celebrities, personal services, vacation packages, sports cars, and McDonald’s food, among other prizes.”

The national survey revealed that two in three Americans said extra cash would help them enjoy their time the most, followed by a vacation or cruise (50 percent), a new car (36 percent), a home cleaning service (31 percent), millions of free flight miles (29 percent), new computer games (23 percent) and unlimited cell phone use (20 percent).

“We have become a society that is inundated with work and we feel completely overwhelmed. The best way to gain and enjoy time is through balance,” says Julie Morgenstern, time expert, professional organizer and renowned author of *Organizing from the Inside Out*. “A McDonald’s survey found that Americans only enjoy some of their time during the day, so they created a game that gives away prizes that help people enjoy their time more—like one year of Merry Maids® house cleaning service.”

The services of Merry Maids is



A new game serves up cash, trips, cars and opportunities to meet celebrities.

just one of the great prizes offered through the “Winning Time” game. Other “Winning Time” prizes include: trips to an NBA® game with the opportunity to meet NBA World Champion Kobe Bryant; court time with WTA Champions Venus Williams and Serena Williams; trips with the opportunity to meet NASCAR® Champion Tony Stewart; One Million United® Mileage Plus® Miles; PlayStation® 2 computer entertainment systems; 2003 Corvettes®; Carnival Cruise Vacations; trips to the 2004 NCAA® Final Four®; Cingular® KiC phones and airtime; Winnebago® RV road trip packages; computers with free America Online® memberships for one year; and more than \$2 million in cash prizes.

McDonald’s is the world’s leading foodservice retailer, with more than 30,000 restaurants serving over 46 million people each day. Approximately 80 percent of its U.S. restaurants are owned and operated by independent businessmen and women.

For additional information, visit www.mcdonalds.com.