



FOR MORE INFORMATION:

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Introducing McDonald's® Newest Addition to the McCafé Line of Beverages- McCafé® Frozen Strawberry Lemonade

McCafé Asks Local Customers "What makes you McDonald's Perfect Pair?" for a Chance to Win a Vacation Package and Cash Prize through Online Contest

PITTSBURGH, PA (May 9, 2011) – Today, customers can visit local McDonald's restaurants and across the country to experience the newest blended ice beverage on the McCafé menu - Frozen Strawberry Lemonade. McCafé Frozen Strawberry Lemonade is a unique twist on an old favorite, combining tart frozen lemonade with sweet strawberry syrup swirl.

"McCafé Frozen Strawberry Lemonade is a refreshing new iced beverage that offers our customers a delicious and high-quality taste experience at a value that only McDonald's can offer," said Rick Rehak, McDonald's Regional Marketing Director.

This new menu innovation is available in small (12 oz.), medium (16 oz.) and large (22 oz.) sizes, and features a taste profile unlike other products currently on the McDonald's menu, coupling together two of America's favorite flavors – strawberry and lemon.

McDonald's Perfect Pair Contest

To celebrate the perfect pairing of strawberry and lemon in the New McCafé Frozen Strawberry Lemonade, McDonald's USA is asking customers to team up with a friend, co-worker, relative or significant other to answer the question – what makes you McDonald's Perfect Pair? One grand prize winning pair will split a \$5,000 travel voucher for a dream vacation, along with \$5,000 in cash. In addition, two runner-up pairs will each receive \$1,000 in McDonald's Arch Cards, \$500 for each person, as part of a pair.

From May 9 through May 15, consumers can enter McDonald's Perfect Pair Contest by visiting [@McDonalds](#) Twitter handle and Tweeting a message no longer than 140-characters explaining why they are McDonald's Perfect Pair. Contest entries must include the hashtag, #McDFSLPairs, the official link to the contest rules <http://bit.ly/hK0wCH> and the Twitter handle of the other person that makes up that pair to be considered.

Entries will be evaluated by an expert judging panel, who will choose 10 finalist pairs to advance to the contest's second round, where customers will then be asked to select a grand prize winner by voting on their favorite pair's video submission. NO PURCHASE NECESSARY TO ENTER OR WIN. For complete Official Rules, restrictions and prize info, please visit: www.mcdonalds.com/McDFSLPairs.

For more information about McCafé Frozen Strawberry Lemonade visit www.mcdonalds.com/lemonade.

About McDonald's

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredient to millions of customers every day. More than 80 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local franchisees. For more information on McDonald's visit www.mcdtoday.com or log on at any of the 10,000 Wi-Fi enabled McDonald's U.S. restaurants. Follow us on Twitter ([@McDonalds](https://twitter.com/McDonalds)) and [@McCafeyourday](https://twitter.com/McCafeyourday)) and Facebook ([Facebook.com/McDonalds](https://facebook.com/McDonalds)) for updates on our business, promotions and products.

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