Financial Press Release

McDonald's Global Comparable Sales Rise in February

OAK BROOK, Ill., March 9 /PRNewswire-FirstCall/ -- McDonald's February comparable sales results were as follows:

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    --  Global comparable sales increased 1.4% reflecting a negative calendar
        shift as February 2008 included an extra day due to leap year.
        Excluding this negative calendar shift of about 4 percentage points,
        comparable sales were positive for all segments and global comparable
        sales were up approximately 5.4%
    --  U.S. increased 2.8%; up 6.8% excluding the segment's calendar shift
    --  Europe decreased 0.2%; and increased 4.0% excluding the segment's
        calendar shift
    --  Asia/Pacific, Middle East and Africa increased 0.7%; up 4.1% excluding
        the segment's calendar shift
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Systemwide sales for McDonald's worldwide restaurants declined 4.6% for the month, but increased 3.2% in constant currencies.

"McDonald's continues to deliver what customers want - everyday affordable prices and quality menu choices," said Chief Executive Officer Jim Skinner. "We serve approximately 58 million customers around the world every day, demonstrating the ongoing appeal of McDonald's unique combination of convenience, value and variety."

February comparable sales in the U.S. increased 2.8% due to the strength of the chicken line-up, the core menu, particularly the Quarter Pounder, as well as beverages and our market-leading breakfast. U.S. results for February reflect about 4 percentage points of negative impact due to the leap year in 2008.

In Europe, comparable sales decreased 0.2% for the month, reflecting a negative calendar shift of approximately 4.2 percentage points due to leap year. Excluding this calendar shift, comparable sales increased 4.0% as Europe's unique premium menu offerings and compelling value contributed to sales growth, led by the U.K. and Russia, partly offset by Germany.

In Asia/Pacific, Middle East and Africa, February comparable sales increased 0.7%, reflecting a negative calendar shift of approximately 3.4 percentage points due to leap year. Excluding this impact, the segment's comparable sales were up 4.1% driven by strong results in Australia and Japan, partly offset by China. China's weak February comparable sales were due in part to the celebration of Chinese New Year in January 2009 versus February in 2008.

External factors including unprecedented volatility in foreign currency exchange rates and commodity costs will continue to pressure revenue and margin comparisons in the first quarter. Weaker foreign currencies, including a significant decline in the Eastern European currencies where McDonald's primarily operates Company-owned restaurants, are expected to negatively impact results. If foreign currency rates remain at current levels, currency translation is expected to negatively impact first quarter revenues by at least $600 million and earnings by $0.07 to $0.09 per share. In addition, as previously stated, commodity cost pressures are expected to have a greater impact during the first half of the year.

First quarter 2009 results will include an after-tax nonoperating gain of approximately $0.03 to $0.04 per share resulting from the sale of McDonald's minority interest in Redbox Automated Retail, LLC., the Company's last non-McDonald's venture. McDonald's effective tax rate for the first quarter is expected to be 28% to 29%, and the Company's annual tax rate is expected to be 29% to 31%.

Jim Skinner concluded, "We remain confident in the fundamental strength of the McDonald's business. We have the right strategies in place to grow the business for the long-term and we have the operating experience to manage through the current environment."