



For immediate release

**Breakfast at McDonald's® just what the doctor ordered
before getting a Halloween treat she'll never forget!**

London MD wins \$1M "Instant Giveaway" Prize in the Monopoly® 2008 Game at McDonald's (November 19, 2008, London, ON) – We often hear about the long-term payoff to one's health of eating breakfast, but a London-area doctor got the long-term payoff to one's wealth when she visited a local McDonald's on Oct. 31st.

On her way to driving her daughter [REDACTED], to school, [REDACTED] made a quick early-morning stop at the McDonald's restaurant adjacent to the Sunoco gas station on Wonderland Drive. When she got there, her breakfast came with a side order she never could have expected.

"My first reaction was one of disbelief – I thought this must be a Halloween prank. Once the nature of the contest was explained I was amazed at how lucky it was to have been at the right place at the right time," said the mother of four. "I have been to McDonald's on many occasions with my family, but this was both an unlikely location and unusual time of day for me to be there."

Launched on October 7 in participating McDonald's restaurants in Canada, the Monopoly® 2008 Game at McDonald's gave customers four different ways to win money and food prizes, including by playing the Online Monopoly® Game available at www.playatmcd.ca.

"Year after year, the Monopoly® Game at McDonald's gets our customers engaged with our brand in a fun and interactive way and it's just thrilling for us to witness how a simple visit to McDonald's can change a person's life forever," said Sharon Ramalho, Director of Operations for the Ontario region at McDonald's Canada.

The London McDonald's on Wonderland Drive was randomly selected out of more than 1,400 Canadian restaurants as the location for the \$1 million Monopoly "Instant Giveaway" prize winner. The person identified as the potential prize winner had to correctly answer a skill-testing question and comply with the Official Rules before being confirmed as the winner entitled to receive one million dollars payable \$50,000 CDN a year for 20 years, without interest.

About McDonald's Canada

McDonald's is the leading foodservice company in the world. McDonald's Restaurants of Canada Limited and its Canadian franchisees own and operate more than 1,400 restaurants and employ more than 77,000 Canadians coast to coast. More than 70 per cent of McDonald's Canadian restaurants are locally owned and operated by independent entrepreneurs. For more information about McDonald's Canada, visit the company's web site at www.mcdonalds.ca.

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