

NEWS



RELEASE

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**Area McDonald's® Restaurants Will Offer Discount Coupons to
The 2005 Washington Auto Show**

Celebrate McDonald's Day at The Washington Auto Show® on Dec. 28

WASHINGTON, D. C. (Dec 10, 2004) – Stopping at an area McDonald's® restaurant before visiting The 2005 Washington Auto Show will both satisfy your appetite and save money. McDonald's will serve as the auto show's retail partner this year, offering discount coupons for savings on admission to the 63rd annual auto showcase, which will run from Dec. 26, 2004 -- Jan. 2, 2005 at the Washington Convention Center.

More than 353 McDonald's locations in metropolitan D.C., northern Virginia and suburban Maryland will participate, distributing coupons for \$2 off weekday adult admission. On McDonald's Day at The Washington Auto Show®, Tues., Dec. 28, the coupons will provide a \$4 savings. The coupons will be available the week prior to the auto show.

"We're delighted to welcome McDonald's as an auto show partner. McDonald's popularity and convenient locations will make it easy for everyone to pick up a Washington Auto Show discount coupon before the show," says Washington Auto Show Chairman George Doetsch, president, Apple Ford, Inc. "McDonald's will also participate in several auto show contests and promotions sure to grab consumer attention."

Ronald McDonald himself will greet visitors at noon on McDonald's Day (Dec. 28) at The Washington Auto Show, also entertaining guests with a special stage show. As part of the slate of family activities planned for the day, several players from the D.C. United, winners of the MLS 2004 Cup, will sign autographs at the McDonald's booth. McDonald's will also provide meals to participants in The Washington Auto Show Hands On Contest, a treat for those spending six days hanging onto one of three 2005 Toyotas.

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McDonald's® Offers WAS Discounts/add one

McDonald's is the world's leading foodservice retailer with more than 30,000 local restaurants, serving about 47 million people each day in over 100 countries.

The 2005 Washington Auto Show: "Driven by Design" will bring more than 700 new cars, trucks, mini-vans and sport utility vehicles from over 37 domestic and import automakers to the Washington Convention Center from Dec. 26, 2004 through Jan. 2, 2005. For auto show operating hours, ticket information and discounted "e-tickets," visit the Washington Auto Show online at www.washingtonautoshow.com or contact WANADA at 1-866-WASH-AUTO or 202.237.7200.

Now entering its 88th year of existence, WANADA represents dealerships throughout the Washington, D.C., Maryland and Virginia area.

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