

Media Release

27th September 2007

McDonald's Australia Gets Nudie

McDonald's Australia has partnered with Nudie to launch a new range of premium 100% juices that will be available in its 756 restaurants across the country from this week.

The selection of three juices has been developed exclusively by Nudie for McDonald's. The exciting new range consists of a Mango Mash; Blueberry Blend and Strawberry Burst. The three juices have no artificial flavours, colours, preservatives or concentrates and are a perfect way to kick start the day.

McDonald's SVP / Marketing Director Helen Farquhar said that McDonald's had worked hard over the past 12 months with Nudie to develop a range that offers more choices to customers.

"Nudie have really been supportive in working with us in offering a unique product that complements our evolving menu range," said Helen.

James Ajaka, Chief Sales and Marketing Nudie, said that Nudie was excited to be working with McDonald's to offer 100% fruit juice to over a million Australians every day.

"Nudie's philosophy has always been to provide unique and delicious juice alternatives for Australians. The opportunity to work with McDonald's has allowed us to deliver on this on a mass scale," said Mr Ajaka.

"We have watched McDonald's Australia's evolution over the past few years and have worked closely with them in developing a juice range that delivers a delicious taste and contains nothing but fruit. We would encourage Australians to choose 100% juice when they're eating at McDonald's," he added.

The move follows the recent introduction of the Heart Tick on nine meal options, percent Daily Intake (%DI) labelling on packaging and Pasta Zoo Happy Meals launched in early 2007 to provide a delicious, nutritionally balanced meal choice for children.

Other major changes McDonald's has made following advice from accredited practising dieticians at The Food Group Australia, include an improved recipe for its buns reducing the sugar content from 10 per cent to just five per cent, smaller portion sizes for muffins and a reduced-sugar Berrynice Yoghurt Crunch.

"We continue to find ways to stay relevant to our customers and will continue to provide choices and information to suit their needs," added Helen.

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