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MCDONALD'S ENGAGES BRIGHTSCOPE TO HELP BOLSTER ITS 401K PLAN

SAN DIEGO, Calif. (January 11, 2011) – BrightScope (www.brightscope.com), the leading independent provider of retirement plan ratings, today announced that McDonald's Corporation has selected BrightScope to evaluate its 401k plan information in order to determine benefit adequacy and plan performance across its different employee classes. By structuring a unique peer group for each employee class, BrightScope is able to show McDonald's exactly how its plan is performing compared to peers with similar demographics.

"BrightScope's thorough research of McDonald's 401k plan indicates that it's performing well, and helped us prioritize what areas of the plan we need to focus on for improvement," said Rich Floersch, McDonald's Global Chief Human Resources Officer. "Our employees are extremely important to us and that's why we are focused on making our 401k plan the gold standard. BrightScope's research and analysis are invaluable to ensure that we continue to live up to that standard."

"We are excited to work with McDonald's and help improve their 401k plan utilization. Using our industry-leading database we were able to show McDonald's how their plan stacks up to a fully customized peer group structured for each employee class within their firm," said Mike Alfred, CEO and co-founder of BrightScope. "The level of detail we provide helps shed light on how plan design impacts different classes of employees differently. It is clear from working with McDonald's that it is committed to offering the best benefits to its employees."

BrightScope has rated more than 55,000 401k plans, spanning 30 million workers and \$2 trillion in assets. More information about BrightScope is available at <http://www.brightscope.com>.

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About BrightScope

BrightScope is committed to helping America's workforce retire in dignity. BrightScope is an independent data analytics firm that quantitatively rates 401k plans and gives employers, employees, and advisors tools to enhance plan performance and maximize retirement outlook. The BrightScope Rating™ developed in partnership with leading independent 401k fiduciaries, reviews more than 200 unique data inputs per plan and calculates a single numerical score which defines 401k plan quality at the company level. BrightScope-published ratings, rating definitions, criteria and methodologies are available on the company's public site, www.brightscope.com.

About McDonald's Corporation

McDonald's is the world's leading global foodservice retailer with more than 32,000 locations serving 60 million customers in more than 100 countries each day. More than 80% of McDonald's restaurants worldwide are owned and operated by independent local men and women. To learn more about the company, please visit

www.aboutmcdonalds.com and follow us on Facebook
(<http://www.facebook.com/mcdonaldscorp>) and Twitter
(<http://www.twitter.com/mcdonaldscorp>).