



## **MADAME ALEXANDER'S STORYBOOK COUPLE DOLLS LIVE HAPPILY EVER AFTER IN McDONALD'S® HAPPY MEAL®!**

A classic favorite returns to delight kids of all ages in McDonald's upcoming Happy Meal promotion. Beginning August 20, 2010, McDonald's Happy Meal will introduce eight Madame Alexander® dolls featuring "Storybook Couples." These celebrated pairs include **Cinderella and Prince Charming**, **Little Red Riding Hood and Wendy as The Big Bad Wolf**, **Alice in Wonderland and The Mad Hatter**, and **Hansel and Gretel**. Children will be delighted to receive these miniature versions of the classic characters from their beloved fairytales.

The 2010 "Storybook Couples" dolls in McDonald's Happy Meal will feature the beautifully detailed, porcelain-like faces with "sleep eyes," moveable arms, legs and head, and finely designed outfits which have made the full-size Madame Alexander doll a favorite collectible for over 85 years.

Madame Alexander made its Happy Meal debut in 2002. The dolls quickly became popular Happy Meal toys over the years and they will once again delight children and collectors of all ages during their much-anticipated return to McDonald's Happy Meal later this month.

### About Alexander Doll Company

Alexander Doll Company, Inc. is a New York-based company now celebrating its 87th Anniversary. It is Alexander Doll Company's mission to continue the tradition, elegance and innovation of its founder Beatrice Alexander. Madame Alexander dolls include a full line of fine quality, handcrafted collectible, fashion, baby and play dolls. The company has been responsible for a series of "firsts" that have shaped the doll world and defined Madame Alexander as a pioneer of style and quality in this industry. Alexander Doll Company, Inc. is controlled by Gefinor, a New York-based private equity firm.

### About McDonald's

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to more than 26 million customers every day. Nearly 90 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local businessmen and women. Customers can log online for free at any of the 11,500 participating Wi-Fi enabled McDonald's U.S. restaurants. For more information, visit [www.mcdonalds.com](http://www.mcdonalds.com), or follow us on Twitter (@McDonalds) and Facebook ([Facebook.com/McDonalds](https://www.facebook.com/McDonalds)) for updates on our business, promotions and products.