



FOR IMMEDIATE RELEASE

CONTACT INFORMATION:

Abigail Fahrig, Hoffman/Lewis

314-4543455 (office)

636-578-3813 (cell)

SEA LIONS, PENGUINS AND BEARS... OH MY!

Hungry Animals Attack Billboards Throughout St. Louis

St. Louis, February 27, 2009 – Animals on the hunt for lunch and dinner are attacking outdoor billboards throughout the St. Louis Area. The animals seem to think that the Filet-O-Fish® Sandwich images, located on the local billboards, are actually real.

“The billboards will be up until the end of March to promote the Filet-O-Fish Sandwich during lent,” said McDonald’s® advertising representative. “From what I understand the bird [osprey] may have done some damage to one of the billboards. Hopefully that will be the only damage we incur.” To date, the public has seen the following animals attack the boards; bears, pelicans, osprey, penguins and sea lions.

Although we are alarmed by the amount of billboards attacked, we certainly understand why the animals are trying to get the fish sandwich. Irresistible to both animals and humans, the golden, crispy fish filet topped with American cheese and special tarter sauce served on a steamed bun is one of McDonald’s favorite sandwiches.

The Filet-O-Fish Sandwich can be found at McDonald’s restaurants year round but the demand increases during the Lenten season. Customers can come into McDonald’s now to get their own Filet-O-Fish Sandwich, but we ask everyone who purchases a Filet-O-Fish Sandwich, please, don’t feed the animals!

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 14,000 U.S. restaurants are independently owned and operated by local franchisees. For more information on the St. Louis/Metro East McDonald's Restaurants visit www.McDonaldsSTL.com or log on at any of the Wi-Fi enabled McDonald's restaurants.

###