

OFFICIAL RULES – THE “McDONALD’S® BIG MAC® FANATIC” CONTEST

NO PURCHASE NECESSARY.

1. CONTEST DESCRIPTION: The “McDonald’s® Big Mac® Fanatic” Contest consists of (i) a competition (the “Competition”); and (ii) a series of four (4) weekly sweepstakes (each, a “Weekly Sweepstakes”). The Competition and the Weekly Sweepstakes collectively are referred to as the “Contest” in these Official Rules. The Contest begins December 1, 2009 at 12:00:01 a.m. ET and ends on December 31, 2009 at 11:59:59 p.m. ET (the “Contest Period”). An “entrant” shall refer to (i) an entrant in either or both the Competition and the Weekly Sweepstakes; and (ii) the holder of the Facebook account and associated e-mail address related to the entry/Competition vote; and “Entry” shall refer to an entry into the Competition, as more fully defined in Rule 3(a) below; a “Sweepstakes Entry” shall refer to an entry into the Weekly Sweepstakes, as more fully defined in Rule 3(b) below; and an “entry” shall refer to either or both an Entry and a Sweepstakes Entry, as applicable.

As set out more fully elsewhere in these Official Rules, there are two (2) ways to enter the Contest:

(a) **Competition Description:** Submit an Entry (as defined in Rule 3(a) below) during the Contest Period.

(b) **Weekly Sweepstakes Description:** Submit a Sweepstakes Entry (as defined in Rule 3(b) below) during the applicable Entry Period (as described below) for each Weekly Sweepstakes. Throughout the Contest Period, there will be a series of four (4) drawings, one for each Weekly Sweepstakes. The “Entry Period” for each Weekly Sweepstakes will begin on each Tuesday during the Contest Period, starting at 12:00:01 a.m. ET, and continuing until 11:59:59 p.m. ET the following Monday, with the exception of the fourth week which will begin on Tuesday, December 22, 2009 at 12:00:01 a.m. ET and end on Thursday, December 31, 2009 at 11:59:59 p.m. ET. See the Entry Period chart below for more details.

Drawing	Start of Entry Period (12:00:01 a.m. ET)	End of Entry Period (11:59:59 p.m. ET)
Week 1	December 1, 2009	December 7, 2009
Week 2	December 8, 2009	December 14, 2009
Week 3	December 15, 2009	December 21, 2009
Week 4	December 22, 2009	December 31, 2009

For each Entry Period, five (5) Weekly Sweepstakes prizes (as described in Rule 5 below) will be awarded in a random drawing conducted from all eligible Sweepstakes Entries received during the applicable Entry Period, for a total of twenty (20) Weekly Sweepstakes prizes to be won during the Contest Period. Each Weekly Sweepstakes drawing will take place during the week following the applicable Entry Period deadline date. A Sweepstakes Entry submitted during a particular Entry Period will not carry over to any subsequent Entry Period, so entrants must submit a Sweepstakes Entry during each Entry Period in order to participate in each drawing. A Weekly Sweepstakes prize winner is not eligible to win more than one (1) Weekly Sweepstakes prize during a Weekly Sweepstakes, and is not eligible to win a Weekly Sweepstakes prize in any subsequent Weekly Sweepstakes drawings (i.e. limit one (1) Weekly Sweepstakes prize per eligible entrant).

2. ELIGIBILITY: The Contest is open only to residents of Canada who are (i) 16 years of age or older as of December 1, 2009; and (ii) a member of Facebook®. See Rule 3 below on how to become a Facebook member. Persons in any of the following categories are **NOT** eligible to enter the Contest: (a) any person who, on or after September 1, 2009, was or is a director, officer, employee, agent, representative or franchise owner of any one or more of the following Contest

entities (collectively, the "Contest Entities"): McDonald's Restaurants of Canada Limited (the "Sponsor"), The Marketing Store Worldwide (the "Contest Administrator), Facebook, YouTube, or of any one or more of the Contest Entities' respective parents, subsidiaries, franchisees or affiliated companies, local corporate and non-corporate advertising cooperatives, advertising, promotion, and public relations agencies, service agencies, or independent contractors; (b) any individual engaged in the development, production, distribution or supply of materials for the Contest; and (c) any person who is or purports to be an immediate family member (defined as spouse, dependent for federal income tax purposes, or step-, biological or adoptive mother, father, sister, brother, daughter or son) of (regardless of where they live), or who resides in the same household as, any person in any of the preceding categories. Each entrant who participates in the Contest, and if the entrant is a minor in his/her Province/Territory of residence, his/her parent or legal guardian, fully and unconditionally agrees to comply with and abide by these Official Rules and the decisions of Sponsor and the Contest Administrator, which shall be final and binding in all respects. All times in these Official Rules shall be Canadian Eastern Time ("ET").

3. HOW TO ENTER:

E-MAIL ADDRESSES AND FACEBOOK ACCOUNTS: In order to enter the Contest, you must (i) have a valid e-mail address; and (ii) be a member of Facebook.

(i) E-mail accounts can be obtained free of charge from many Internet Service Providers. E-mail addresses received shall be deemed to be submitted by the authorized account holder of the e-mail address submitted at the time of Facebook registration/Contest entry. "Authorized account holder" shall be the natural person who is assigned to an e-mail address by an Internet Service Provider, on-line service provider, wireless carrier, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain/account associated with the submitted e-mail address. An entrant may be required to provide proof of being the holder of the Facebook account associated with an e-mail address/entry in the Contest.

(ii) To register on Facebook, visit www.facebook.com and click on the "sign up" button. The standard Facebook registration form will appear. Complete the Facebook registration form, including, among other information, your e-mail address, and upon doing so you will become a Facebook member. By becoming a Facebook member, entrants agree to comply with the "Terms of Use" of Facebook.

(a) **HOW TO ENTER THE COMPETITION:** To enter the Competition, go to Sponsor's official fan page (the "Fan Page") on Facebook, click on "Become a fan" and then click on "Upload Photo/Video" and (i) complete all required fields of the online entry form (first name, last name, e-mail address, residential address, town/city, Province/Territory of residence, postal code, telephone number and mobile number); and (ii) upload a video or photograph of yourself and a caption (maximum 140 characters) on the Fan Page which demonstrates why you are a "Big Mac Fanatic" (collectively, the "Entry"). Before being able to complete the entry process and upload your Entry onto the Fan Page by clicking the "Submit" button, you will be required to read and agree to the terms of the online Submission Agreement by clicking on the box marked "I Agree". Once you have clicked the box marked "I Agree", you will be able to complete the entry process and upload your Entry onto the Fan Page. There is no limit on the number of Entries into the Competition which an eligible entrant can submit during the Contest Period. In the event the Entry features more than one (1) person, the eligible entrant, for the purposes of determining the entrant into, and potential winner of, the Competition, shall be the person who is the holder of the Facebook account and associated e-mail address related to the applicable Entry.

(i) **ENTRY GUIDELINES:** An Entry will be rejected if (i) it is late, incomplete, illegible, invalid, unintelligible or in any way violates any provision of these Official Rules; or (ii) it does not

conform to the Guidelines and Content Restrictions as defined below (collectively, the "Guidelines and Restrictions"). By submitting your Entry, you agree that your Entry conforms to the Guidelines and Content Restrictions as defined below and that Sponsor and/or the Contest Administrator, in their sole discretion, may remove your Entry and disqualify you from the Competition if either or both believe, in their sole discretion, that your Entry fails to conform to the Guidelines and Restrictions, or violates any provision of these Official Rules in any way.

Guidelines and Restrictions:

1. Photographs must be either a .PNG or .JPG (JPEG) file with a maximum size of four (4) megabytes (MB);
2. Videos must be either a .AVI, .MOV, .MPEG, .WMV, .MP4, .FLY or .MPEG4 format with a maximum length of 2:00 minutes;
3. The Entry cannot have been submitted previously in a promotion of any kind or exhibited or displayed publicly through any means;
4. The Entry must be original;
5. The entrant must complete his/her own Entry, and an entrant cannot complete or send an Entry on behalf of another person;
6. The Entry must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
7. The Entry must not feature brand names or trademarks;
8. The Entry must not feature competitors of Sponsor;
9. The Entry must not contain content not created by the entrant;
10. The Entry must not contain content that is inappropriate, indecent, obscene, hateful, tortuous, defamatory, slanderous or libelous;
11. The Entry must not contain content that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
12. The Entry must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where the Entry is created.

For all Entries into the Competition: All entrants irrevocably and unconditionally agree that all Entries will become the exclusive property of Sponsor. Should Sponsor elect to limit the number of Entries accepted during the Contest Period, an announcement will be posted on the Fan Page as soon as possible after such election has been made. All entrants irrevocably and unconditionally agree that Sponsor shall have the right (but not the obligation) to post and/or publish Entries for or in connection with the Competition (including, without limitation, posting on Sponsor's website) and for all other advertising, promotional and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation, notice, approval or authorization. Sponsor shall have those rights whether or not the Entry is posted on the Fan Page as an entry in the Competition, or if the Entry is selected as the winner of the Competition. Sponsor, the Contest Administrator and their respective designees shall have the right to post, exploit, publish, add to, subtract from, change, revise or otherwise edit the Entry, including, without limitation, the entrant's likeness as embodied therein, and the entrant hereby releases and will indemnify the Contest Entities from and against any claims arising out of such actions or the use of any of rights granted herein. Entrants waive all rights that they may have under any laws or statutes worldwide that concern "moral rights" or "droit moral" in connection with the Entry, unless prohibited by law. Sponsor is not responsible for lost, late, incomplete, invalid, un-intelligible or misdirected Entries, which will be considered disqualified. ENTRIES MUST BE RECEIVED BY DECEMBER 31, 2009 at 11:59:59 P.M. ET.

(b) **HOW TO ENTER THE WEEKLY SWEEPSTAKES:** Subject to the limitations set out in the "Important Note" below and in Rule 3(ii) below, there are two (2) ways to enter the Weekly Sweepstakes:

(i) **Submit an Entry into the Competition:** An eligible entrant who submits an Entry in the Competition will automatically be entered into the applicable Weekly Sweepstakes based on the Entry Period during which the Entry is submitted (see Entry Period chart in Rule 1 for details). An eligible entrant will receive one (1) entry into the applicable Weekly Sweepstakes for each Entry submitted in the Competition during the applicable Entry Period (each, a "Sweepstakes Entry"). Limit five (5) Sweepstakes Entries per eligible entrant per day during the applicable Entry Period.

(ii) **Vote for an Entry in the Competition:** An eligible entrant who submits a vote for an Entry in the Competition (each, a "Voter") will be automatically entered into the applicable Weekly Sweepstakes based on the Entry Period during which the vote is submitted (see Entry Period chart in Rule 1 for details). Each Voter will receive one (1) entry into the applicable Weekly Sweepstakes for each vote submitted for an Entry in the Competition during the applicable Entry Period (each, a "Sweepstakes Entry"). Limit five (5) Sweepstakes Entries per Voter per day during the applicable Entry Period.

Important Note for Entrants of the Weekly Sweepstakes: There is a combined limit of five (5) Sweepstakes Entries per eligible entrant per day during each Entry Period for each Weekly Sweepstakes, regardless of the method of entry, i.e. if a Voter votes five (5) times in one (1) day for an Entry during an Entry Period, and then submits his/her own Entry into the Competition on the same day in which he/she submitted the five (5) votes, then such entrant will only receive five (5) Sweepstakes Entries for such day based on the five (5) votes submitted, and will not receive a Sweepstakes Entry for his/her Entry into the Competition.

4. WINNER SELECTION AND WINNER NOTIFICATION:

(a) **Competition:** Entries will be voted upon by registered Facebook users, using the online poll available on the Fan Page during the Contest Period. Limit five (5) votes per e-mail address per Entry per day during the Contest Period. The Entry which receives the highest number of votes during the Contest Period will be declared the potential prize winner of the Competition, subject to the provisions of these Official Rules. In case of a tie, Entries will be judged by the Sponsor and the Contest Administrator, based on the criterion of creativity. The decisions of the Sponsor and the Contest Administrator are final and binding in all matters relating to this Competition. The potential Competition prize winner will be notified by the Contest Administrator by e-mail, followed by phone notification within seventy-two (72) hours of the e-mail notification if no response is received, on or about January 2, 2010, and will be required as a condition of winning the prize to complete and accept the terms of an Affidavit of Eligibility/Liability Release and/or a Prize Claim Acceptance Form and other documents as may be required by Sponsor (collectively, the "Prize Claim Documents"). Neither Sponsor nor the Contest Administrator shall have any liability for any potential winner notification that is not received by a potential Competition prize winner for any reason. Without limiting the generality of the foregoing, the Sponsor and the Contest Administrator are not responsible if a potential Competition prize winner does not receive his/her winner notification or corresponding prize because a fraudulent or bogus e-mail address and/or contact telephone number(s) was provided at the time of registration/entry, or because the e-mail notification is misdirected or bounces back or is intercepted by SPAM or other e-mail filters. If, despite reasonable efforts, the potential Competition prize winner fails or refuses to respond to the prize notification e-mail or voice-mail within seventy-two (72) hours of the first notification attempt, or if a notification is returned as undeliverable, or if the potential Competition prize winner fails or refuses to complete, accept the terms of, and return all Prize Claim Documents within seven (7) days following delivery, such potential prize winner will be disqualified and his/her prize forfeited, and an alternate winner will be selected from among all remaining eligible Entries in the Competition (i.e. the eligible Entry with the next highest number of votes received during the Contest Period). Subject to the provisions of these Official Rules, the Competition prize winner will be announced on Facebook on or about January 10, 2010, and the prize will be delivered to the declared prize winner as soon as is practicable in the circumstances.

(b) **Weekly Sweepstakes:** A random drawing will be held for each Entry Period from all eligible Sweepstakes Entries received during the applicable Entry Period, as described in Rule 1(b) above. The potential Weekly Sweepstakes prize winners will be notified by the Contest

Administrator by e-mail, followed by phone notification within seventy-two (72) hours of the e-mail notification if no response is received, within forty-eight (48) hours of the applicable Weekly Sweepstakes drawing, using the e-mail address and/or contact telephone number(s) provided at the time of entry, and will be required as a condition of winning a prize to complete and accept the terms of an Affidavit of Eligibility/Liability Release and/or a Prize Claim Acceptance Form and other documents as may be required by Sponsor (collectively, the "Prize Claim Documents"). Neither Sponsor nor the Contest Administrator shall have any liability for any potential winner notification that is not received by any potential Weekly Sweepstakes prize winner for any reason. Without limiting the generality of the foregoing, the Sponsor and the Contest Administrator are not responsible if a potential Weekly Sweepstakes prize winner does not receive his/her winner notification or corresponding prize because a fraudulent or bogus e-mail address and/or contact telephone number(s) was provided at the time of registration/entry, or because the e-mail notification is misdirected or bounces back or is intercepted by SPAM or other e-mail filters. If, despite reasonable efforts, any potential Weekly Sweepstakes prize winner fails or refuses to respond to the prize notification e-mail or voice-mail within seventy-two (72) hours of the first notification attempt, or if a notification is returned as undeliverable, or if the potential Weekly Sweepstakes prize winner fails or refuses to complete, accept the terms of, and return all Prize Claim Documents within seven (7) days following delivery, such potential Weekly Sweepstakes prize winner will be disqualified and his/her prize forfeited, and the Contest Administrator will attempt to notify an alternate potential Weekly Sweepstakes prize winner for that applicable Entry Period in accordance with these Official Rules.

A potential Weekly Sweepstakes prize winner will be required by law to correctly answer a skill-testing question, administered by the Contest Administrator, by e-mail or phone, without electronic, mechanical or other assistance, before he/she can be declared the winner of a prize. If any potential Weekly Sweepstakes winner fails to correctly answer the skill-testing question, is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential Weekly Sweepstakes prize winner will be disqualified and an alternate potential Weekly Sweepstakes prize winner will be selected for the applicable Entry Period from among all eligible Sweepstakes Entries received for such Entry Period. The Contest Administrator will attempt to contact up to two (2) alternate potential winners of each applicable Weekly Sweepstakes prize in accordance with the above procedure, and if there is still no confirmed winner after such attempts have been made, the applicable Weekly Sweepstakes prize will go unawarded. Subject to the provisions of these Official Rules, the prize will be delivered to the applicable declared Weekly Sweepstakes prize winner as soon as is practicable in the circumstances.

Important Note for Entrants of both the Competition and the Weekly Sweepstakes:

No prize will be awarded to an eligible entrant in respect of any entry which does not comply in full with the provisions of these Official Rules.

In the event of a dispute as to the identity of an entrant, any entry will be deemed to be submitted by the authorized account holder of the e-mail account from which it was sent at the time of entry. The "authorized account holder" shall be the natural person to whom the applicable e-mail address has been assigned by an Internet Service Provider, online service provider, wireless carrier or other organization responsible for assigning e-mail addresses (e.g. business, educational institution, etc.) for the domain/account associated with the submitted entry. A potential winner may be required to provide the Contest Administrator with proof that the potential winner is the authorized account holder of the e-mail address associated with the submitted entry. If there is any such dispute concerning the identity of a potential winner and cannot be resolved to the Contest Administrator's satisfaction, the entry will be deemed ineligible.

5. PRIZE INFORMATION/APPROXIMATE RETAIL VALUE/ODDS:

(i) **Competition:** One (1) prize package is available to be won in the Competition. The confirmed Competition prize winner will receive one (1) prize package consisting of (i) pre-loaded McDonald's Cards in the total amount of CDN \$3,733.60, which amount represents, at the start of the Contest Period, the approximate retail value of one (1) Big Mac sandwich per week per year for twenty (20) years; and (ii) a trophy. Approximate retail value of the Competition prize package is CDN \$3,983.60.

(ii) **Weekly Sweepstakes:** Twenty (20) Weekly Sweepstakes prizes are available to be won during the Contest Period, five (5) for each Entry Period. Each confirmed Weekly Sweepstakes prize winner will receive a CDN \$50 McDonald's Card. Total combined value of all Weekly Sweepstakes prizes: CDN \$1,000.00. The odds of winning a prize in a Weekly Sweepstakes depend upon the total number of eligible Sweepstakes Entries received for the applicable Weekly Sweepstakes drawing. A Weekly Sweepstakes prize winner is not eligible to win more than one (1) Weekly Sweepstakes prize during a Weekly Sweepstakes, and is not eligible to win a Weekly Sweepstakes prize in any subsequent Weekly Sweepstakes drawings (i.e. limit one (1) Weekly Sweepstakes prize per eligible entrant).

6. PRIZE RESTRICTIONS: Each potential prize winner in the Contest is solely responsible for all federal, provincial, and/or local income taxes, sales tax, gift taxes, surcharges, service charges, processing and handling fees, and all other costs incurred in claiming prize(s). Prize transfers are not allowed, except with the express consent of Sponsor (which may be withheld for any reason). A prize must be accepted as awarded and no substitutions, exchange, or conversion to cash will be made (except that, if for any reason a prize is not available, Sponsor, at its sole option may substitute a prize having an approximate retail value of no less than the approximate retail value of the prize).

7. GENERAL CONDITIONS: All entries become the exclusive property of Sponsor. Acceptance of a prize in the Contest constitutes a prize winner's permission for Sponsor to use a prize winner's entry, name, age, town/city and Province/Territory of residence, voice, photograph, likeness and statements for advertising, promotional and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation, notice, approval or authorization. Each entrant agrees that none of the Contest Entities shall be responsible or liable for any losses, damages or injuries of any kind resulting from participation in the Contest or any Contest-related activity, or from such entrant's acceptance, receipt, possession and/or use or misuse of any prize. Contest Entities are not responsible for incomplete, illegible, unintelligible, misdirected, delayed, late, lost, or damaged entries; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet Service Providers, websites, or other connections; or other technological malfunctions/errors/failures of any kind. Contest Entities also assume no responsibility for any incomplete, incorrect or inaccurate information, whether caused by Facebook or YouTube users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Contest (including the Facebook or YouTube website) or by any technical or human error.

8. GOVERNING LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of the entrant or Sponsor in connection with the Contest shall be governed by and construed in accordance with the internal laws of the Province of Ontario and the federal laws of Canada applicable therein without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other laws.

9. LANGUAGE DISCREPANCY: In the event there is a discrepancy or inconsistency between the English language version and any other language version of these Official Rules or any Contest materials, the English version shall prevail, govern and control. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.

10. DISQUALIFICATION/FORCE MAJEURE: It is the entrant's responsibility to ensure that he/she has complied with the conditions contained in these Official Rules. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the

operation of the Contest; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Contest, or to annoy, abuse, threaten or harass any other person. Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of an email address. If a dispute cannot be resolved to Sponsor's satisfaction, the entry will be deemed ineligible. No illegible, incomplete, forged, software generated or other automated entries will be accepted. Entries made by any other individual or any entity, and/or originating at any other mechanism, including but not limited to commercial sweepstakes subscription notification and/or entering services, will be declared invalid and disqualified for this Contest. Sponsor is not responsible for printing or typographical errors in any Contest-related materials, for stolen, lost, late, misdirected, damaged, incomplete, or illegible e-mail; or for transactions processed late or incorrectly due to computer or electronic malfunction. Sponsor assumes no responsibility for any damage to an entrant's or a third party's computer by participating in this Contest (including but not limited to the corruption/loss/destruction of any information/data stored therein). Subject to any governmental approval which may be required, Sponsor reserves the right, without prior notice and at any time, to terminate the Contest, in whole or in part, or modify or suspend the Contest in any way, if it determines, in its sole discretion, that the Contest is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions have destroyed or severely undermined the integrity and/or feasibility of the Contest. In the event Sponsor is prevented from continuing with the Contest as contemplated herein by any event beyond its control, or any federal, provincial or local government law, order, or regulation, or order of any court or jurisdiction, then Sponsor shall have the right to modify, extend, suspend, or terminate the Contest. If the Contest is terminated before the designated end date, Sponsor will select a winner for the Competition and for the applicable Weekly Sweepstakes from all eligible, non-suspect entries received as of the date of the event giving rise to the termination.

11. PERSONAL INFORMATION: Personal information on the Fan Page will only be collected, used and disclosed by Sponsor, the Contest Administrator and their respective designees for the purpose of administering the Contest in accordance with these Official Rules. For more information, see Sponsor's Privacy Policy posted on www.mcdonalds.ca/privacy.

12. QUEBEC RESIDENTS: Residents of the Province of Quebec may submit any litigation respecting the conduct of this publicity contest to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

SPONSOR: McDonald's Restaurants of Canada Limited.

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