

OFFICIAL RULES

McDonald's® "Customer Satisfaction Survey" Sweepstakes

NO PURCHASE NECESSARY.

COMPLETING THE SURVEY WILL NOT IMPROVE CHANCES OF WINNING.

1. **PROMOTION DESCRIPTION:** The McDonald's® "Customer Satisfaction Survey" Sweepstakes is a series of fifty-two (52) weekly sweepstakes (collectively, the "**Sweepstakes**"). The Sweepstakes is scheduled to begin at 12:00:01 a.m. Central Time ("CT") on or about January 1, 2010 and is scheduled to end at 11:59:59 p.m. CT on or about December 31, 2010, or while supplies last of specially-marked cash register receipts (as referred to in Rule 3(A) below) (the "**Promotion Period**"). Throughout the Promotion Period, there will be a series of fifty-two (52) drawings, one for each weekly Sweepstakes, to award various prizes as set forth more fully below. The "**Entry Period**" for each weekly Sweepstakes will begin on each Monday during the Promotion Period, starting at 12:00:01 a.m. CT, and continuing until 11:59:59 p.m. CT the following Sunday, with the exception of the first week which will begin on Friday, January 1, 2010 at 12:00:01 a.m. CT and end on Sunday, January 10, 2010 at 11:59:59 p.m. CT and the fifty-second (52) week which will begin on Monday, December 27, 2010 at 12:00:01 a.m. CT and end on Friday, December 31, 2010 at 11:59:59 p.m. CT. See the Entry Period chart below for more details. Weekly Entry Periods are subject to change, and any changes will be announced on the Website (www.mcdonalds-survey.ca).

Drawing	Start of Entry Period (12:00:01 a.m. CT) (DD/MM/YY)	End of Entry Period (11:59:59 p.m. CT) (DD/MM/YY)	Draw Date (DD/MM/YY)	Drawing	Start of Entry Period (12:00:01 a.m. CT) (DD/MM/YY)	End of Entry Period (11:59:59 p.m. CT) (DD/MM/YY)	Draw Date (DD/MM/YY)
Week 1	01-01-2010	10-01-2010	15-02-2010	Week 27	05-07-2010	11-07-2010	16-08-2010
Week 2	11-01-2010	17-01-2010	15-02-2010	Week 28	12-07-2010	18-07-2010	16-08-2010
Week 3	18-01-2010	24-01-2010	15-02-2010	Week 29	19-07-2010	25-07-2010	16-08-2010
Week 4	25-01-2010	31-01-2010	15-02-2010	Week 30	26-07-2010	01-08-2010	16-08-2010
Week 5	01-02-2010	07-02-2010	15-02-2010	Week 31	02-08-2010	08-08-2010	16-08-2010
Week 6	08-02-2010	14-02-2010	15-03-2010	Week 32	09-08-2010	15-08-2010	15-09-2010
Week 7	15-02-2010	21-02-2010	15-03-2010	Week 33	16-08-2010	22-08-2010	15-09-2010
Week 8	22-02-2010	28-02-2010	15-03-2010	Week 34	23-08-2010	29-08-2010	15-09-2010
Week 9	01-03-2010	07-03-2010	15-03-2010	Week 35	30-08-2010	05-09-2010	15-09-2010
Week 10	08-03-2010	14-03-2010	15-04-2010	Week 36	06-09-2010	12-09-2010	15-10-2010
Week 11	15-03-2010	21-03-2010	15-04-2010	Week 37	13-09-2010	19-09-2010	15-10-2010
Week 12	22-03-2010	28-03-2010	15-04-2010	Week 38	20-09-2010	26-09-2010	15-10-2010
Week 13	29-03-2010	04-04-2010	15-04-2010	Week 39	27-09-2010	03-10-2010	15-10-2010
Week 14	05-04-2010	11-04-2010	14-05-2010	Week 40	04-10-2010	10-10-2010	15-11-2010
Week 15	12-04-2010	18-04-2010	14-05-2010	Week 41	11-10-2010	17-10-2010	15-11-2010
Week 16	19-04-2010	25-04-2010	14-05-2010	Week 42	18-10-2010	24-10-2010	15-11-2010
Week 17	26-04-2010	02-05-2010	14-05-2010	Week 43	25-10-2010	31-10-2010	15-11-2010
Week 18	03-05-2010	09-05-2010	15-06-2010	Week 44	01-11-2010	07-11-2010	15-11-2010
Week 19	10-05-2010	16-05-2010	15-06-2010	Week 45	08-11-2010	14-11-2010	15-12-2010
Week 20	17-05-2010	23-05-2010	15-06-2010	Week 46	15-11-2010	21-11-2010	15-12-2010
Week 21	24-05-2010	30-05-2010	15-06-2010	Week 47	22-11-2010	28-11-2010	15-12-2010
Week 22	31-05-2010	06-06-2010	15-07-2010	Week 48	29-11-2010	05-12-2010	15-12-2010
Week 23	07-06-2010	13-06-2010	15-07-2010	Week 49	06-12-2010	12-12-2010	15-01-2011
Week 24	14-06-2010	20-06-2010	15-07-2010	Week 50	13-12-2010	19-12-2010	15-01-2011
Week 25	21-06-2010	27-06-2010	15-07-2010	Week 51	20-12-2010	26-12-2010	15-01-2011
Week 26	28-06-2010	04-07-2010	15-07-2010	Week 52	27-12-2010	31-12-2010	15-01-2011

For each Entry Period, one (1) First Prize and six (6) Second Prizes will be awarded in a random drawing conducted from all eligible entries received during the applicable Entry Period, for a total of fifty-two (52) First Prizes and three hundred and twelve (312) Second Prizes available to be won during the Promotion Period. An entry submitted during a particular Entry Period will not carry over to any subsequent Entry Period, so participants must submit an entry during each Entry Period in order to participate in each drawing. Entry in the Sweepstakes does not constitute entry into any other promotion, contest or sweepstakes. By participating in the Sweepstakes, each participant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of McDonald's Restaurants of Canada Limited ("**Sponsor**"), which shall be final and binding in all respects.

2. **ELIGIBILITY:** The Sweepstakes is open to legal residents of Canada (the "**Territory**") who are fifteen (15) years of age or older at time of entry. Persons in any of the following categories are NOT eligible to participate or win prizes in the Sweepstakes: (a) persons who on or after January 1, 2010 were or are employees, officers, directors, franchisees (or employees of franchisees) or agents of the Sponsor, The Marketing Store Worldwide, L.P. (the "**Judging Organization**"), Mindshare Technologies, Inc. ("**Mindshare**"), or any of their respective parent companies, subsidiaries, affiliates, service agencies or independent contractors; (b) individuals engaged in the development, production or distribution of materials for this Sweepstakes; and (c) persons who are immediate family members (defined as spouse or biological or step- mother, father, sister, brother, daughter, or son and each of their respective spouses whether actual or purported), of any person in any of the preceding categories, regardless of where they live, and/or individuals who reside in the same household, whether related or not, as any person in any of the preceding categories.

3. **HOW TO ENTER:**

A) **Enter Online or via toll-free Phone Number:** During the Promotion Period, while supplies last, specially-marked cash register receipts at participating McDonald's Restaurants in the Territory will have instructions printed on them that will invite participants to visit the Website (www.mcdonalds-survey.ca) or to call a toll-free phone number and answer customer satisfaction survey questions. Participants will first be required to choose which language they prefer to use to respond to questions; either English or French. Participants who visit the Website will indicate their age range to confirm eligibility, and participants who call the toll-free phone number will enter their age using the touch-tone key pad to confirm eligibility. If determined as eligible, participants who visit the Website will be prompted to complete the questionnaire in order to be entered into the Sweepstakes and participants who call the toll-free number will be prompted to provide answers to the survey questions posed to them during the telephone call. Participants who visit the Website will then need to provide their first and last name, street address, city/town, Province, postal code, daytime phone number and (optional) e-mail address, and participants who call the toll-free number will be required to say and spell their first and last names and to provide their daytime telephone number, if they desire to be entered into the Sweepstakes. If submitted by apparently ineligible participants, entries will not be captured in the database file. As the Sweepstakes progresses, some participating McDonald's Restaurants may deplete their supply of specially-marked cash register tape before others, or one cash register may run out while other registers in the same Restaurant continue to give out specially-marked cash register receipts. See Rule 3(B) below for how to enter by mail.

B) **Mail-In:** To enter each weekly Sweepstakes without making a McDonald's purchase, participants may legibly print their first and last name, street address, town/city, Province, postal code, daytime phone number and age on a 3" x 5" piece of paper and mail it bearing sufficient postage to: Redemption Center, McDonald's "Customer Satisfaction Survey" Sweepstakes Entry, P.O. Box 173, Station E, Toronto, ON M6H 4E3. **DO NOT SEND COMMENTS OR QUESTIONS TO THIS ADDRESS.** Mail-in entries must be mailed separately bearing sufficient postage, in separate outer envelopes, or they will not be accepted. Entries that are sent in business reply envelopes will NOT be accepted. Photocopied or mechanically reproduced entries will not be accepted. The date on which a mail-in entry is received by the Redemption Center will determine the Entry Period for which that mail-in entry is eligible. All mail-in entries must be postmarked by December 31, 2010 and received by the Redemption Center no later than January 10, 2011. Mail-in eligible entries postmarked by December 31, 2010 and received by the Redemption Center no later than January 10, 2011 will be included in the Week 52 Entry Period. See Entry Periods set forth in Rule 1 above.

Limit one (1) entry per person or (optional) e-mail address or daytime phone number per Entry Period, regardless of the method of entry. Entries that are illegible in whole or part or are incomplete, will be disqualified. Once submitted, entries become the property of the Sponsor. Personal information collected in connection with this Sweepstakes will be

used in accordance with the privacy policy found on the Sponsor's website (www.mcdonalds.ca) and the permission granted by participants at the time of entry.

4. **WINNER SELECTION:** A random drawing (as stated above) will be held for each Entry Period during the Promotion Period from all eligible entries received during the applicable Entry Period, as set forth above. Each drawing will be conducted by the Judging Organization using randomization methods selected in its sole discretion. The potential winners will be notified by the Judging Organization, by phone, e-mail and/or mail using the contact information provided at the time of entry. The Sponsor, the Judging Organization and Mindshare shall have no liability for any potential winner notification that is not received by any potential winner for any reason. Without limiting the generality of the foregoing, the Sponsor, the Judging Organization and Mindshare are not responsible if a potential prize winner does not receive his/her winner notification, redemption instructions or corresponding prize because a fraudulent or bogus e-mail address was provided at the time of registration 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 winner (or such winner's parent or legal guardian, as applicable) fails or refuses to respond within fourteen (14) days of the first notification attempt, or if a notification is returned as unclaimed or undeliverable to any potential winner, such potential winner will forfeit his/her prize and the Judging Organization will attempt to notify an alternate potential prize winner. A potential winner will be required by law to correctly answer a mathematical skill-testing question, administered by the Judging Organization, by e-mail, mail, or phone, without assistance of any kind, before he/she can be declared the winner of any prize. If any potential winner 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 winner will be disqualified and an alternate winner will be selected. The Judging Organization will attempt to contact up to two (2) alternate potential winners of each prize in accordance with the above procedure, and if there is still no confirmed winner after such attempts have been made, the applicable prize will go unawarded. For entrants who have provided an e-mail address as part of his/her entry, in the event of a dispute as to the identity of an entrant, any on-line entry will be deemed submitted by the authorized account holder of the e-mail account from which it was sent. The authorized account holder shall be the natural person to whom the applicable e-mail address or phone number has been assigned by the Internet Service Provider, service provider, wireless carrier or other organization responsible for assigning e-mail addresses or phone numbers, as applicable, for the domain/account associated with the submitted entry. A potential winner may be required to provide the Judging Organization with proof that the potential winner is the authorized account holder of the e-mail address or phone number associated with the submitted entry. If there is any such dispute concerning the identity of a potential winner and cannot be resolved to the Judging Organization's satisfaction, the entry will be deemed ineligible. Subject to the requirements set out in Rule 6 below, the applicable prize will be delivered to the applicable declared prize winner as soon as is practicable in the circumstances.
5. **PRIZES/APPROXIMATE RETAIL VALUE/ODDS:** Fifty-two (52) First Prizes are available to be won during the Promotion Period, one (1) for each Entry Period. Each confirmed First Prize winner will receive \$1,000 CAD (awarded by cheque in Canadian Dollars). Three hundred and twelve (312) Second Prizes are available to be won during the Promotion Period, six (6) for each Entry Period. Each confirmed Second Prize winner will receive a \$25 CAD McDonald's Card. Total combined value of all Prizes: \$59,800 CAD. The odds of winning a prize depend upon the total number of eligible entries received for each Entry Period drawing. Limit one (1) prize per person per Entry Period.
6. **GENERAL TERMS AND CONDITIONS OF PRIZES:** Each potential prize winner may be required to execute a Declaration of Eligibility, a Liability Release and, where legal, a Publicity Release (collectively, "**Prize Claim Document**") prior to a prize being awarded. If a potential winner is a minor in his/her Province of residence (a "**Minor**"), the applicable prize, pending verification, will be awarded to the Minor potential winner's parent or legal guardian on behalf of the winner, and the parent or legal guardian of the Minor will be required to sign the Prize Claim Document on behalf of the Minor. Each prize winner shall be solely responsible for all federal, Provincial and/or local taxes. A potential winner of a prize may not transfer his or her prize prior to awarding unless authorized in writing by the Sponsor before the transfer is made. Such authorization may be granted or withheld in the Sponsor's sole discretion. A request for prize transfer must be in writing and must be included with the Prize Claim Document. The person to whom the prize is transferred must meet the eligibility requirements described in Rule 2 of these Official Rules. If the Sponsor so elects, a potential prize winner may be required to submit to a confidential background check to confirm eligibility and help ensure that the use of any such person in advertising or publicity for the Sweepstakes will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sweepstakes as determined by the Sponsor in its sole discretion. All potential prize winners agree to cooperate fully in that respect.
7. **TECHNOLOGY TERMS AND CONDITIONS:** The Sponsor and Mindshare assume no responsibility for any damage to a participant's computer system that is directly or indirectly caused by accessing the Website or otherwise participating in the Sweepstakes, or for any computer system, phone line, hardware, software or program malfunctions,

or other errors, failures, dropped or delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, the Sponsor and Mindshare are not responsible for any incomplete, illegible, misdirected, late, lost, damaged or stolen entry, or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet Service Providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, or difficulties, printing errors, clerical, typographical or other error in the offering or announcement of any prize or in any prize notification documents or Prize Claim Document, or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. No mechanically reproduced, illegible, incomplete, forged, computer-generated entries or entries produced by another automated method will be accepted.

8. **GENERAL CONDITIONS:** Acceptance of a prize constitutes prize winner's permission for the Sponsor to use prize winner's name, photograph, likeness, voice, biographical information, statements and address (town/city and Province) for advertising and/or publicity purposes worldwide in all forms of media now known or hereafter developed, in perpetuity, without further notice, compensation or authorization, except where prohibited by law. Participants agree that the Sponsor and Mindshare, their respective franchisees, affiliates, subsidiaries, local corporate and non-corporate advertising cooperatives, and advertising and promotion agencies, and all of their respective directors, officers, employees, representatives, and agents shall not be responsible or liable for any losses, damages or injuries of any kind including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to or resulting from, participation in the Sweepstakes or any Sweepstakes-related activity, or from any participant's acceptance, receipt, possession and/or use or misuse of any prize.
9. **LANGUAGE DISCREPANCY:** In the event there is a discrepancy or inconsistency between the English language version and the French language versions of these Official Rules or of any Sweepstakes 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 Sweepstakes materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.
10. **GOVERNING LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of a participant or the Sponsor in connection with the Sweepstakes 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 Province's laws.
11. **DISQUALIFICATION/FORCE MAJEURE:** It is the participant's responsibility to ensure that he/she has complied with the conditions contained in these Official Rules. The 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 Sweepstakes; 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 Sweepstakes, or to annoy, abuse, threaten or harass any other person involved with or participating in the Sweepstakes. The Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Subject to any governmental approval which may be required, the Sponsor reserves the right, without prior notice and at any time, to terminate the Sweepstakes, in whole or in part, or modify or suspend the Sweepstakes in any way, if it determines, in its sole discretion, that the Sweepstakes is impaired or corrupted or that fraud or technical problems, failures or malfunctions have destroyed or severely undermined the proper play, integrity, and/or feasibility of the Sweepstakes. In the event the Sponsor is prevented from continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made health epidemic or other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal, Provincial or local government law, order, or regulation, public health crisis, order of any court or jurisdiction, or other cause not reasonably within the Sponsor's control (each a "Force Majeure" event), then subject to any governmental approval which may be required, the Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated, in whole or in part, before the designated end date, the Sponsor will select winners (or remaining winners, as the case may be) in a random drawing from all eligible, non-suspect entries received as of the date of the Force Majeure event giving rise to the termination. Only the type and quantity of prizes described in these Official Rules will be awarded. Any prizes that are not claimed in accordance with these Official Rules will not be awarded. These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with law by a duly authorized representative of the Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these

Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

12. **QUEBEC RESIDENTS:** Residents of the Province of Quebec may submit any litigation respecting the conduct or organization 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.
13. **WINNERS LIST:** To receive an Official Winners List, mail a self-addressed stamped envelope to **McDonald's Redemption Center: McDonald's® "Customer Satisfaction Survey" Winners List Request, P.O. Box 361, Station E, Toronto, ON M6H 4E3.**
14. **OFFICIAL RULES:** These Official Rules will be posted on www.mcdonalds-survey.ca and on www.mcdonalds.ca.

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