



McDonald's USA, LLC
2111 McDonald's Drive
Oak Brook, IL 60523

(800) 244-6227

May 13, 2009

Ms. Jenny Scala
1601 Duke St
Alexandria, VA 22314-3406

Dear Ms. Scala:

Thank you for contacting McDonald's to share your feelings about one of our commercials. As always, the relationship we have with our customers is one we value greatly. Our customers are at the heart of every decision we make, and we would never do anything to offend any of our customers.

At McDonald's, we have a screening process in place to ensure that messaging is consistent with our brand values. Following that process, our marketing staff and advertising agencies review the messaging and make decisions about the content and placement of our commercials. Regarding this specific locally advertised commercial, in no way are we trying to negatively position the floral industry.

I've shared your comments with our local advertising team. They've assured me that they'll take your concerns into consideration when planning future commercials.

Again, thank you for contacting McDonald's.

Sincerely,

Elaine Berki

Elaine Berki
Manager
McDonald's USA Customer Satisfaction Department
ref#:5999461