

McDonald's Corporat
2111 McDonald's Di
McDonald's Pl.
Oak Brook, IL 601
Direct Dial Num

(800) 244-6227

February 28, 2006

Mr. Rusty Lucas
PO Box 422
Sandusky, OH 44871-0422

Dear Mr. Lucas:

Thank you for contacting McDonald's recently with your idea for a product or service that you believe would be of interest to us. We appreciate your interest in McDonald's, but we have to return the material you sent us because it is our company's policy not to consider unsolicited ideas from outside the McDonald's system.

It's not that great ideas cannot come from people outside of McDonald's. Each year, however, McDonald's receives thousands of unsolicited ideas and proposals for products and services from individuals as well as companies. Because of the volume of unsolicited ideas and the difficulty of sorting out what is truly a "new" idea as opposed to a concept that has already been considered or developed by McDonald's, we must adhere to a strict policy of not reviewing any unsolicited ideas that come from outside the McDonald's family of employees, franchisees and approved suppliers. We realize that we may be missing out on a few good ideas, but we have had to adopt this policy for legal and business reasons.

As a result, we must decline your invitation to review your submission and hope you understand the reasons for this decision. Enclosed is your original submission.

Again, Mr. Lucas, thank you for thinking of McDonald's.

Sincerely,

Jennifer L. Lord
Jennifer L. Lord
Representative
McDonald's Customer Response Center
ref#: 3441621