

MEDIA RELEASE

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McDonald's opens 150th restaurant – first of ten for 2010

Tomorrow McDonald's 150th restaurant will open for business, the first new McDonald's restaurant for 2010 and a clear signal of continued growth for New Zealand's largest restaurant chain.

Richmond, Nelson, will be home to the 150th restaurant, the first of 10 new restaurants to open this year as part of McDonald's three-year \$100 million capital investment programme into the New Zealand market, announced in 2009.

Last year, McDonald's opened 10 restaurants across the country and upgraded 33 of its existing restaurants, providing employment to over 1000 people in locations like Dannevirke, Otorohanga and Rangiora. This year, the company has already started construction on restaurants in Mt Maunganui and Constellation Drive, on Auckland's North Shore.

Mark Hawthorne, Managing Director of McDonald's New Zealand, says the company, which is already one of the country's largest employers, will provide hundreds of Kiwis with both full-time and part-time jobs as a result of the 2010 restaurant openings.

"We currently employ over 9000 Kiwis and in the next few years this will continue to rise significantly. While the New Zealand economy seems to be picking up slowly, unemployment remains high so it's important for businesses like us to continue to invest," Mr. Hawthorne says.

"The Richmond restaurant will immediately create 60 new jobs and will be our 32nd restaurant in the South Island, and 150th in New Zealand. Nearly 80 per cent of our restaurants are locally franchised by Kiwi business men and women who, like us, continue to invest and grow with their local communities."

As well as creating jobs, McDonald's growth has further positive economic impacts, including the need for construction and increased orders for the local supply chain – in 2009

McDonald's spent more than \$145 million with local suppliers - \$25 million up on the year prior, mostly due to increased sales, new restaurants and the introduction of a New Zealand Angus beef range.

"The growth of our business has great flow-on effects for the New Zealand economy. We're continuing to innovate and we're moving forward at a rapid pace – whether that's through our menu, as seen with our new Angus burgers, or through new restaurants. We're never stagnant and are always one step ahead."

Ends.

Fast Facts: McDonald's in New Zealand...

- Employs over 9000 people
- Has 150 restaurants
- Will have 10 more restaurants by the end of 2010
- 32 restaurants in the South Island, with 118 in the North Island
- Opened 10 restaurants in 2009
- Is 80 per cent owned and operated by local Kiwi business owners
- Serves around one million meals each week
- Spent over \$145 million with New Zealand suppliers last year

About McDonald's New Zealand

New Zealand's first McDonald's restaurant opened in Porirua in 1976. Today there are 150 McDonald's restaurants across New Zealand, 80 per cent of which are franchised and run by local business men and women. The organisation employs over 9000 people in restaurants nationwide. In 2009, McDonald's spent more than \$145 million with New Zealand suppliers, buying produce and products for its restaurants. For more information visit www.mcdonalds.co.nz