

MCDONALDS CORP  
Form DEFA14A  
April 09, 2008

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**SCHEDULE 14A**

**(Rule 14a-101)**

**INFORMATION REQUIRED IN PROXY STATEMENT**

**SCHEDULE 14A INFORMATION**

**Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934 (Amendment No. )**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

**Confidential, for use of the Commission Only (as permitted by Rule 14a-6(e)(2))**

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to Section 240.14a-12

**McDonald s Corporation**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

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.. Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

- (1) Title of each class of securities to which transaction applies:
  
- (2) Aggregate number of securities to which transaction applies:
  
- (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
  
- (4) Proposed maximum aggregate value of transaction:
  
- (5) Total fee paid:

.. Fee paid previously with preliminary materials.

.. Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

- (1) Amount Previously Paid:
  
- (2) Form, Schedule or Registration Statement No.:
  
- (3) Filing Party:
  
- (4) Date Filed:

**IMPORTANT ANNUAL SHAREHOLDERS MEETING**

**INFORMATION YOUR VOTE COUNTS!**

**Important Notice Regarding the Availability of Proxy Materials for the**

**McDonald's Annual Shareholders Meeting to be Held on May 22, 2008**

Under new Securities and Exchange Commission rules, you are receiving this notice that the proxy materials for the McDonald's Annual Shareholders Meeting are available on the Internet. Follow the instructions below to view the materials and vote online or request a copy of the proxy materials. The items to be voted on and location of the McDonald's Annual Shareholders Meeting are on the reverse side. Your vote is important!

**This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting. The Proxy Statement and 2007 Annual Report are available at:**

[www.investorvote.com/mcd](http://www.investorvote.com/mcd)

**Easy Online Access A Convenient Way to View Proxy Materials and Vote**

**When you go online to view materials, you can also vote your shares.**

**Step 1:** Go to [www.investorvote.com/mcd](http://www.investorvote.com/mcd).

**Step 2:** Click the **View** button(s) to access the proxy materials.

**Step 3:** Return to the [www.investorvote.com/mcd](http://www.investorvote.com/mcd) window and follow the instructions on the screen to log in.

**Step 4:** Make your selection as instructed on each screen to vote and select delivery preferences.

**Obtaining a Copy of the Proxy Materials** If you want to receive a paper or e-mail copy of these documents, you must request one. There is no charge to you for requesting a copy. Please make your request for a copy as instructed on the reverse side on or before May 12, 2008 to facilitate timely delivery.

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McDonald's Annual Shareholders Meeting will be held on May 22, 2008 at The Lodge, Prairie Ballroom on McDonald's Office Campus, Oak Brook, Illinois at 9:00 a.m. Central Time.

Proposals to be voted on at the meeting are listed below along with the Board of Directors' recommendations.

The Board of Directors recommends that you vote **FOR** the following proposals:

1. Election of Directors.
2. Approval of the appointment of the independent registered public accounting firm.

**PLEASE NOTE YOU CANNOT VOTE BY RETURNING THIS NOTICE. To vote your shares you must vote online or request a paper copy of the proxy materials to receive a proxy card.**

#### **McDonald's Annual Shareholders Meeting Information**

**Admission:** If you plan to attend the meeting, please bring this notice or other proof of share ownership to the meeting. The registration desk will open at 7:30 a.m. Central Time. For the security of those attending the meeting, please be aware that all purses, briefcases, bags, etc. will be subject to inspection. Cameras and other recording devices will not be permitted at the meeting.

**Voting at the Meeting:** If you plan to attend and vote at the meeting, bring this notice or other proof of share ownership to the meeting.

**Directions:** Directions to the McDonald's Annual Shareholders Meeting are available in the Proxy Statement, which can be viewed at [www.investorvote.com/mcd](http://www.investorvote.com/mcd).

**Webcast:** View a live webcast of the McDonald's Annual Shareholders Meeting on [www.investor.mcdonalds.com](http://www.investor.mcdonalds.com) by clicking on the link under webcasts. An archived replay will be available via webcast and podcast for a limited time.

**Here's how to order a copy of the proxy materials and select a future delivery preference:**

**Paper copies:** Current and future paper delivery requests can be submitted via the Internet, telephone or e-mail options below.

**E-mail copies:** Current and future e-mail delivery requests must be submitted via the Internet following the instructions below. If you request an e-mail copy of current materials you will receive an e-mail with a link to the materials.

**PLEASE NOTE:** You must use the numbers in the shaded bar on the reverse side when requesting a set of proxy materials.

→ **Internet** Go to [www.investorvote.com/mcd](http://www.investorvote.com/mcd). Follow the instructions to log in and order a paper or e-mail copy of the current meeting materials and submit your future delivery preference.

→ **Telephone** Call us free of charge at 1-866-641-4276 using a touch-tone phone and follow the instructions to log in and order a paper copy of the current meeting materials. You can also submit your future delivery preference.

→ **E-mail** Send an e-mail to [investorvote@computershare.com](mailto:investorvote@computershare.com) with "Proxy Materials Order" in the subject line. Include in the message your full name and address, plus the three sets of numbers located in the shaded bar on the reverse side of this notice and state in the e-mail that you want a paper copy of current meeting materials. You can also state your future delivery preference.

**To facilitate timely delivery, all requests for a paper copy of the current meeting materials must be received on or before May 12, 2008.**

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