

## Burgers and Games

Written by Robert ID516

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As families take to the roadways this holiday season, whether braving the malls or traveling to grandma's, McDonald's® Happy Meals will offer hours of playtime adventures with SEGA® as well as a chance to win the ultimate family gaming system, available at participating McDonald's, while supplies last. Between December 3, 2004 and December 27, 2004, McDonald's Happy Meals will feature one of eight interactive handheld videogames based on SEGA's top-selling franchise Sonic The Hedgehog, and lucky families will have a chance to win one of 25 ultimate gaming systems plus 2,475 exciting videogames just in time for the holidays.

"We are very excited to team up with our partners at SEGA again to bring Sonic and his friends back to McDonald's with eight all-new Happy Meal® handheld game adventures," said Kent Voetberg, Director, McDonald's Kids Marketing. "To celebrate the season and the Silver Anniversary of the Happy Meal®, McDonald's is thrilled to offer families the chance to win the ultimate gaming system in addition to the exciting new SEGA handheld games included in every Happy Meal."

"Search for the Silver Game," a new promotional game with videogame-related prizes, celebrates kids' passion for gaming as well as the conclusion of the 25 Years of Happiness Celebration. The "Search for the Silver Game" event will cap off the Happy Meal anniversary celebration giving McDonald's customers a chance to find one of 25 special Silver SEGA Happy Meal premiums that can be redeemed for an ultimate gaming system and 2,475 Silver SEGA premiums to be redeemed for Sonic videogames. As always, there is no purchase necessary to play the game. For complete details, check out the Official Rules at a participating McDonald's restaurant or online at [www.mcdonalds.com](http://www.mcdonalds.com).

"Joining forces with McDonald's is a great testament to the marketing power and appeal of Sonic The Hedgehog; one of the most recognizable characters in gaming," said Scott A. Steinberg, vice president of Entertainment Marketing, SEGA of America. "The Happy Meal campaign is a perfectly timed complement to the marketing effort behind Sonic Heroes and other Sonic games and merchandise retailing this holiday season." This SEGA Happy Meal event will be supported by TV, radio, and online advertisements. Special activity pages focused on the event will also be included on SEGA's Sonic Central Web site ([www.sega.com/sonic](http://www.sega.com/sonic)) as well as [www.mcdonalds.com](http://www.mcdonalds.com).

NO PURCHASE NECESSARY. Game begins 12/03/04 and ends 12/31/04 or while distribution supplies last. If you look in the Happy Meal® toy bag and find an Official Silver Toy and a winning game ticket with true and correct matching verification numbers, then you are a potential winner of a prize in the "Search for the Silver Game." If you play without buying something at McDonald's®, just check your game ticket to see if you're a potential winner. See Official Rules at Participating McDonald's restaurants or [mcdonalds.com](http://mcdonalds.com) for information on who can play, how to play without buying something at McDonald's, prize descriptions, and complete

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Game details. Many will play, only 2,500 will win.