Letter from Shelby Yastrow to Simon Billeness

Shelby Yastrow  
McDonald's Corporation
February 16, 1994

Mr. Simon Billenness
Research Associate
Franklin Research & Development
711 Atlantic Avenue
Boston, MA 02111

Dear Simon:

This letter is to confirm our agreement regarding the withdrawal of the proxy proposal Franklin Research and Development has co-filed on the humane treatment of animals.

You will withdraw your proposal in return for McDonald's agreement to:

1. Mail a copy of our policy statement on the humane treatment of animals (copy attached) to all of our meat and poultry suppliers, and request they forward this statement to their primary suppliers.

2. Print an excerpt of the enclosed humane treatment of animals statement in McDonald's 1993 Annual Report. As space is a consideration in the Annual Report, the statement will be condensed; the current draft reads as follows:

"McDonald's believes the humane treatment of animals is a moral responsibility. We require suppliers to adhere to pertinent laws, regulations, and industry guidelines concerning the humane treatment of animals, such as those recommended by the American Meat Institute. Additionally, suppliers should take all reasonable steps to assure animals raised, transported, and slaughtered for McDonald's products are treated humanely. We also require suppliers to provide an annual statement as to their compliance."

Sherry Yastrow
General Counsel
Senior Vice President
Secretary

McDonald's Corporation • Kroc Drive • Oak Brook, Illinois 60521
I understand that upon receipt of this letter, the proponents will initiate withdrawal of the proposal on the humane treatment of animals. Of course, we will not proceed with the actions described in this letter without the withdrawal of the proposal.

Sincerely,

[Signature]

Shelby Yastrow

SY/sb

Enclosure

cc: Joseph Gordon, Gordon & Gordon
Henry Spira, Animal Rights International