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SELECT COMFORT TO RAISE MONEY FOR RONALD MDONALD HOUSE CHARITIES® (RMHC) OF GREATER LAS VEGAS

McDonald's and Ronald McDonald helping to make month-long fundraiser a success

Las Vegas, NV (October 11, 2007) – For the entire month of October, Select Comfort- the official bed provider for the Ronald McDonald House® - is donating \$2 from the sale of each Select Comfort bed sold, one pillow for every five pillows sold and one mattress pad for every five mattress pads sold. All proceeds from the fundraiser will be donated to the Ronald McDonald House of Greater Las Vegas.

“We want to encourage the community to join us in donating to this worthy cause.” said Tena Toleakley, of Select Comfort. “Since 2001, Select Comfort has donated over 4,700 beds to the 168 Ronald McDonald Houses in the United States and Canada and we hope to continue increasing that number.”

To help kick off this fundraiser, Ronald McDonald will visit the Select Comfort at the Meadows Mall from 11- 1 p.m. on Saturday, October 20th. Ronald will perform magic and entertain the crowd, while acting as the ambassador for the Las Vegas Ronald McDonald House.

“McDonald's and Select Comfort continue to be great supporters of Ronald McDonald House Charities,” said Sarah Crichlow, director of Program Services for RMHC of Greater Las Vegas. “Support from these two companies makes our goal of helping families in Nevada achievable.”

The Las Vegas Ronald McDonald house is located on Potosi St., near the intersection of Sahara and Decatur.

About RMHC of Greater Las Vegas

RMHC of Greater Las Vegas is a non-profit, 501(c)(3) organization that provides temporary housing for families who travel to Las Vegas to receive medical treatment for their children. RMHC of Greater Las Vegas also supports programs that directly benefit children and families in the greater Las Vegas area through grants, scholarships and community outreach programs. For more information about RMHC of Greater Las Vegas, please visit www.rmhlv.com.

About RMHC Global

Ronald McDonald House Charities, a non-profit, 501 (c)(3) corporation, creates, finds and supports programs that directly improve the health and well being of children. Its programs are grassroots-driven to

enable the Charity to offer help where children need it most: right in their own communities. RMHC makes an immediate, positive impact on children's lives through its global network of local Chapters in nearly 50 countries and its three core programs: the Ronald McDonald House, Ronald McDonald[®] Family Room and Ronald McDonald[®] Care Mobile. RMHC and its global network of local Chapters have awarded more than \$440 million in grants and program services to children's programs around the world.

About McDonald's of Nevada

Over 155 McDonald's restaurants in the state of Nevada annually feed \$128.8 million into the Nevada economy and employ nearly 5,765 people. For local employment information please visit www.mcnevada.com.

About McDonald's

McDonald's USA, LLC, is the leading foodservice provider in the United States serving a variety of wholesome foods made from quality ingredients to millions of customers every day. More than 80 percent of McDonald's 13,700 U.S. restaurants are independently owned and operated by local franchisees. For more information about McDonald's visit www.mcdonalds.com.

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