

MCDONALDS CORP
Form DEFA14A
May 04, 2004

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)(4) 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:

[Logo of McDonald's Corporation]

[Letter Version 1- Benefit Plan participants who received multiple/duplicate proxy cards each with a different voting control number.]

Important Notice regarding McDonald's 2004 Annual Shareholders Meeting Mailing

May 4, 2004

Dear Shareholder:

We recently learned that you and a few other participants in McDonald's Profit Sharing and Savings Plan were mailed multiple sets of McDonald's Annual Meeting materials, including multiple proxy cards, in error.

Accordingly, we are enclosing a replacement proxy card that supersedes those sent to you in error.

Please vote this replacement proxy card. In fact, we ask that you do so even if you already voted the other cards.

Please note that if you hold McDonald's shares in a bank or brokerage account, you also should have received Annual Meeting materials for those holdings. The enclosed replacement card does not pertain to those holdings, and we ask that you vote those shares using the voting instruction card(s) or electronic means provided.

If you did not keep your Annual Meeting materials and would like to view them before voting, you can access them at www.investor.mcdonalds.com.

We apologize for any inconvenience this may have caused. If you have any questions, please call McDonald's Shareholder Services at 1-800-621-7825 and ask to speak to Jeff Preuss.

Yours truly,

McDonald's Investor Relations

Enclosure: Proxy Voting Card
Return Envelope

[Logo of McDonald's Corporation]

[Letter Version 2 – Benefit Plan participants who received proxy cards with a control number that did not represent all of the shares they are entitled to vote (Allocated, Unallocated and /or Common)]

Important Notice regarding McDonald's 2004 Annual Shareholders Meeting Mailing

May 4, 2004

Dear Shareholder:

We recently learned that you and some other participants in the McDonald's Profit Sharing and Savings Plan were mailed a proxy card that did not represent all the shares you are entitled to vote.

Accordingly, we are enclosing a replacement proxy card that supersedes the card sent to you in error.

Please vote this replacement proxy card. In fact, we ask that you do so even if you already voted the other card.

Please note that if you hold McDonald's shares in a bank or brokerage account, you also should have received Annual Meeting materials for those holdings. The enclosed replacement card does not pertain to those holdings, and we ask that you vote those shares using the voting instruction card(s) or electronic means provided.

If you did not keep your Annual Meeting materials and would like to view them before voting, you can access them at www.investor.mcdonalds.com.

We apologize for any inconvenience this may have caused. If you have any questions, please call McDonald's Shareholder Services at 1-800-621-7825 and ask to speak to Jeff Preuss.

Yours truly,

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