



Media Contact:
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MEDIA ALERT

PRESS CONFERENCE TO ANNOUNCE THE 13TH ANNUAL McDONALD'S[®] AIR & SEA SHOW[®] MONDAY, MARCH 12, 2007

WHAT: Press conference announcing the exciting plans for this year's McDonald's Air & Sea Show and Fleet Week USA[®] presented by McDonald's[®] as part of the McDonald's[®] National Salute to America's HeroesSM. During this time, announcements will be made as to featured air and sea activities, community partnerships, special events, sponsors and more.

The McDonald's Air & Sea Show is a two-day extravaganza featuring top civilian and military performances preceded by Fleet Week USA presented by McDonald's.

WHERE: International Swimming Hall of Fame
One Hall of Fame Drive
Fort Lauderdale, Florida 33316

WHEN: Monday, March 12, 2007
11 a.m. followed by lunch

WHY: The McDonald's Air & Sea Show and Fleet Week USA presented by McDonald's, as part of the McDonald's National Salute to America's Heroes, pays tribute to the brave men and women who serve in all five branches of our armed forces. Since its inception in 1995, the show's goals have been to encourage patriotism, assist the U.S. military in recruiting efforts, generate national exposure and revenue for sponsors and showcase South Florida with a world class event. The show is the official kick-off to Military Appreciation Month held each May.

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