



McDonald's ČR, spol. s r. o.
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Dear Mr. East:

McDonald's and the ISIC started cooperating in 1999. I can confirm that our joint marketing initiatives, ISIC and Alive Communication channels, has had a positive impact on our restaurants as the number of students visits has increased.

The joining of our McDonald's benefits to the national & international ISIC program has created a 'student added value' package that can succeed and further increase the McDonald's penetration of the Czech student market.

Therefore please accept this letter, as an official way of recognizing the positive benefit of our cooperation for McDonald's to date.

I look forward to a continued and mutually productive business cooperation in 2005 and years to come.

Regards,

Pavel Pavlicek
Senior Marketing Manager
McDonald's Czech Republic & Slovakia