



# MEMORANDUM

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TO: All staff, franchisees and restaurant managers

FROM: Ian Sutcliffe

DATE: 18 October 2006

SUBJECT: New Zealand Police relationship

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The purpose of this memo is to make you aware of some disappointing news.

We have been advised by the New Zealand Police that they are ending all commercial relationships, with McDonald's the last to be phased out. Consequently from 1 January 2007, we will no longer be in a position to partner with the New Zealand Police on the road safety programme, which includes the well known 'Make it Click' message.

As I'm sure you can appreciate, we are extremely disappointed with the decision to cease our long standing relationship. We have invested significantly in road safety and, together with the New Zealand Police, we have been reaching children in about 900 schools nationwide each year to deliver a road safety message in a fun and interactive way.

Our support goes beyond financial support to providing road safety vests, stickers, traymats, posters and appropriate rewards.

We believe the issue of road safety remains an ongoing focus that requires continuous support – we remain committed to the important message of road safety and will provide an update regarding this at the November Co-Op.

If you have receive any media enquiries in relation to this please contact the communications team.

Kind regards



Ian Sutcliffe  
Vice President, Marketing

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