

## PROGRAM BACKGROUNDER



### ATLANTA-AREA MCDONALD'S OFFERS AN EXCLUSIVE CHANCE TO GET INSIDE *THE SIMS 2* ON LIDROCK®

*Sneak Peek of The Sims' Eagerly Anticipated Sequel, Along With Exclusive Downloadable Sims Items and Characters Available only on LidRock at Atlanta McDonald's*

**ATLANTA (January 28, 2004)** – On January 22, 2004, McDonald's Atlanta-area restaurants began offering through LidRock *The Sims* fans' first opportunity to experience an exclusive inside glimpse into *The Sims 2*, the much-anticipated sequel to the top selling PC game of all time. In addition to providing a sneak peek into to the most exciting and compelling new technology built into *The Sims 2*, the new *Sims* LidRock also contains all-new downloadable game content for *The Sims*, including exclusive, never before available items and characters and almost an hour's worth of behind-the-scenes interviews and insight on the game's sequel.

While *The Sims 2* contains many new features, the most buzzed about aspect of the game is the new genetic coding technology, which allows Sims to pass along their physical and personality traits to their Sims offspring. The *Sims* LidRock will provide the first access anywhere in the world to this revolutionary game technology.

"*The Sims* appeals to an extremely broad cross section of the population, as evidenced by its standing as the top selling PC game of all time with more than 23 million game packs sold," explains McDonald's Regional Marketing Director Susan Kublanow. "Knowing how ravenous *Sims* fans are for new material and how much they're looking forward to the game's sequel, this was a perfect fit for McDonald's."

In addition to the exclusive preview of *The Sims 2*, the *Sims* LidRock also contains

- Brand new downloadable *Sims* household items
- Three exclusive new Sim's character skins
- All-new *The Sims Bustin' Out* cheat code
- Exclusive link to download *The Sims* Pinball Game.

**-more-**

## **PROGRAM BACKGROUNDER**

The *Sims* LidRock is available only at the 205 participating Atlanta-area McDonald's restaurants and can be purchased for a suggested retail price of \$1.99 with the purchase of each special 32oz. Fountain drink with the LidRock CD-ROM in the lid.

LidRock is a new entertainment distribution platform that delivers exclusive entertainment multimedia content on fountain drink lids. In 2003, LidRock issued other in-demand releases such as exclusive remixes from Britney Spears, the limited edition preview of Elvis Presley's *2ND TO NONE* album and Ashanti's "Rain on Me" long-form mini movie.

### **About McDonald's**

McDonald's is the world's leading foodservice retailer with more than 29,000 restaurants serving 45 million customers each day in 121 countries. Approximately 85 percent of McDonald's restaurants are owned and operated by independent, local businessmen and women.

The Greater Atlanta McDonald's Operators Association (GAMOA) represents over 230 restaurants in the 42-county Greater Atlanta area. Members of GAMOA provide ongoing financial support to Atlanta Ronald McDonald House Charities, which was created in 1988 and has awarded over \$3.8 million in grants to local youth-oriented programs and facilities, including the two Atlanta Ronald McDonald Houses. Additional funding for the Foundation comes from corporate and private donations, as well as customer contributions through in-store collection devices.

### **About LidRock**

LidRock is a breakthrough entertainment distribution platform that enables CDs, CD-ROMs, DVDs and other entertainment assets to be delivered to consumers on fountain drink lids. LidRock's patented and FDA-approved packaging enables movies, music, video games and other multimedia content to be distributed to consumers anywhere fountain drinks are served. LidRock is a division of Atlanta-based The Convex Group, Inc.

### **About The Convex Group, Inc.**

The Convex Group, Inc. is a media and entertainment company that acquires and integrates unique assets to create new media networks. The Atlanta-based company owns or controls proprietary distribution and content platforms including the "HowStuffWorks" franchise and the exclusive rights to "in-lid" CD-ROM distribution, which it operates through the LidRock division.

# # #

Matt Nixon  
The Convex Group/GCI Group  
(404) 870-6788  
email: [mnixon@gcigroup.com](mailto:mnixon@gcigroup.com)