



Steve Zdunek  
Regional Vice President

619/571-5003

December 12, 1987

TO OUR FRIENDS AT DISNEYLAND:

What could be a better way to bring the past back than to have two unique American institutions, Disneyland and McDonald's, merge their marketing and public relations talents together for 60 days to form a major promotion in the Southland?

Thirty-two years ago we both opened our doors and history was made. This was during the time that many people have fond memories of Elvis Presley, the Platters, Fats Domino, Hula Hoops, the 1955 Corvette, the T-Bird, and much much more.

Disneyland and McDonald's represent Americana at its finest. It's more than a coincidence that our founders discussed a possible joint venture between our two companies over 30 years ago. Now today, the future they foresaw is back. By placing a replica of the original McDonald's in the Park, the following can be accomplished: First, the store will act as the conduit for the promotion "The Future is Back" which will be taking place in Disneyland and approximately 430 McDonald's Restaurants in the Southland. Secondly, we will be able to fulfill the expectations our consumers will have of the 50's by walking down memory lane and enjoying this whole drive-in concept.

I've been talking about the past, but would like to say let's take the present to make history again -- together!

We at McDonald's are looking forward to working with you in the present and in the future.

Sincerely,

McDONALD'S CORPORATION

Stephen J. Zdunek  
Regional Vice-President  
San Diego Region

SZ:sjc



WALT DISNEY

October 26, 1954.

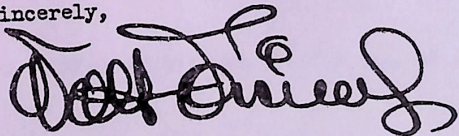
Dear Ray Kroc -

It was nice to hear from you again after all these years. Every now and then I run into some of the boys who were with the Red Cross Ambulance Unit from Sound Beach, and it is always good to know that so many of us are still alive and kicking! After all, it is thirty-six years ago since we were together.

As to the possibility of McDonald's having a part in DISNEYLAND, I will have to refer your letter to Mr. C. V. Wood who is the Vice President, and in charge of all concessions. I do not handle this phase of the business but instead I confine my activities to the creative end of the project. Therefore, you may expect to hear direct from Mr. Wood in answer to your inquiry.

With my regards and all good wishes.

Sincerely,

A handwritten signature in cursive script, appearing to read "Walt Disney". The signature is written in dark ink and is positioned to the right of the word "Sincerely,".

Mr. Ray A. Kroc,  
McDonald's System,  
221 North LaSalle St.,  
Chicago 1, Ill.

WD:DV





October 20, 1954

Mr. Walt Disney  
2490 W. Alameda  
Burbank, California

Dear Walt:

I feel somewhat presumptuous addressing you in this way yet I feel sure you would not want me to address you any other way.

My name is Ray A. Kroc of Company A Red Cross Ambulance Drivers - World War I. It is easy for me to remember you because of the great reputation you have earned. I look over the Company A picture we had taken at Sound Beach, Connecticut many times and recall a lot of pleasant memories.

I have very recently taken over the national franchise of the McDonald's System. I would like to inquire if there may be an opportunity for a McDonald's in your Disneyland Development.

There is a McDonald's in San Bernardino, California and one in Alhambra and one in Downey.

I am taking the liberty of sending you McDonald's brochure. I hope you will let me know if you might consider a McDonald's in your beautiful development and on what sort of basis.

kindest regards,

Sincerely,

A handwritten signature in black ink, which appears to read "Ray A. Kroc", is written below the typed name.



