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FOR IMMEDIATE RELEASE

“OVER 10 MILLION SERVED...”

The Navy Pier Ferris Wheel, Presented by McDonald's®, “Serves” up Excitement with 10 Millionth Rider

CHICAGO, IL (September 13, 2007) Hundreds of Chicagoans and visitors to the Windy City, along with world-famous Ronald McDonald and Patch the Pirate Dog, Navy Pier's official mascot, joined in a celebration today as Navy Pier announced its 10 millionth rider on the Navy Pier Ferris Wheel, presented by McDonald's.

In partnership, McDonald's and American Airlines, Navy Pier awarded the 10 millionth rider with an array of prizes including: American Airlines air transportation for two to London; British Airways London Eye tickets (world's tallest observation wheel); a \$100 McDonald's Arch Card™; a one-year pass to the Navy Pier Ferris Wheel, and lunch with Ronald McDonald.

“Reaching 10 million riders on our iconic Ferris wheel is a milestone event for Navy Pier,” said Navy Pier General Manager Marilyn Gardner. “McDonald's has helped provide Chicagoans and millions of tourists with this great attraction and now we can tout ‘over 10 million served!’ We're all about excitement at Navy Pier, and today showcases fun.”

The 150-foot-high Ferris wheel – which is open year-round – is Navy Pier's most visible attraction. The Ferris wheel saw more than 450,000 riders this summer from Memorial Day through Labor Day.

The Navy Pier Ferris wheel began service July 1, 1995, and was modeled after the very first Ferris wheel, which was built for Chicago's 1893 World Colombian Exposition. The 15-story-high wheel has 40 gondolas, providing unparalleled views of the skyline and lakefront for up to 240 riders at once. In the evening, the Ferris wheel's 40 spokes, spanning a diameter of 140 feet, are illuminated by thousands of sparkling lights.

It is estimated that the Ferris wheel will have made approximately 382,000 revolutions between its first rider and its ten-millionth, traveling about 34,100 miles – enough to go around the world 1.3 times!

For more information about riding the Navy Pier Ferris Wheel, presented by McDonalds, and checking out Navy Pier's other great attractions, please visit www.navy Pier.com or call 312/595-PIER.

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