

THE SUPERIOR COURT HAS APPROVED AND ORDERED THIS NOTICE OF A CLASS ACTION AGAINST McDONALD'S RESTAURANTS OF CANADA LIMITED

NOTICE to all consumers who purchased, since November 15, 2013 in Québec, a toy or a Happy Meal for a person under 13 years of age present inside a McDonald's restaurant during an advertising campaign directed at persons under 13 years of age taking place inside the restaurant.

On November 14, 2018, the Superior Court of Quebec (the "Court") authorized a class action in court file no. 500-06-000824-165 (*Bramante v. McDonald's Restaurants of Canada Limited*). The Representative Plaintiff alleges that McDonald's unlawfully directs advertisements in its restaurants in Quebec for its toys or Happy Meals to persons under 13 years of age, or, that those advertisements directly incite persons under 13 years of age to buy a toy or a Happy Meal or urge another person to buy a toy or Happy Meal or seek information about either. McDonald's denies the allegations.

In deciding the merits of these claims, the Court will be called upon to decide whether McDonald's has complied with section 248 of Quebec's *Consumer Protection Act*, including the exemption provided under section 90 and the conditions set out in section 91(e) of the *Regulations*, with its Happy Meal advertisements in its restaurants in Quebec since November 15, 2013. If not, can the class members claim compensatory and punitive damages from McDonald's and in what amount? Moreover, should an injunction be issued to order McDonald's to cease such advertisements? The Court has not yet ruled on the merits of the class action, nor on any compensation that may be awarded to class members.

If you wish to remain a class member, you have nothing to do. If you wish to **opt out**, you have until **May 2, 2019** to advise the registry of the Superior Court of Quebec, District of Montreal, at 1 Notre Dame Street East, Montreal, Quebec, H2Y 1B6, by registered mail. Please make sure to include file no. 500-06-000824-165 in your correspondence. For further information, you may contact class counsel identified below. Your name and any information provided will be kept confidential. Please do not contact McDonald's, or the judges of the Superior Court. The QR code appearing below will give you direct access to the detailed official notice of the Superior Court.

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