

MCDONALDS CORP  
Form 8-K  
September 15, 2004

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of The Securities Exchange Act of 1934

Date of report (Date of earliest event reported): September 14, 2004

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**McDONALD'S CORPORATION**  
(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction  
of incorporation)

**1-5231**  
(Commission  
File Number)

**36-2361282**  
(IRS Employer  
Identification No.)

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**One McDonald's Plaza  
Oak Brook, Illinois**  
(Address of principal executive offices)

**60523**  
(Zip Code)

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Registrant's telephone number, including area code: **(630) 623-3000**

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**Not Applicable**  
(Former name or address, if changed since last proxy)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

[ ] Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

1

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**Item 8.01 Other Events.**

On September 14, 2004, McDonald's Corporation (the "Company") issued a press release announcing an increase in the Company's annual cash dividend. The press release is furnished as Exhibit 99 and is attached hereto.

2

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

McDONALD'S CORPORATION  
(Registrant)

Date: September 15, 2004

By: /s/ Peter J. Bensen  
Peter J. Bensen  
Corporate Vice President - Assistant  
Controller

3

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Exhibit Index

Exhibit No. 99      News Release of McDonald's Corporation issued

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September 14, 2004: McDonald's Boosts Dividend 38% to  
55 Cents Per Share,  
Dividend Has More Than Doubled Over Two Years