

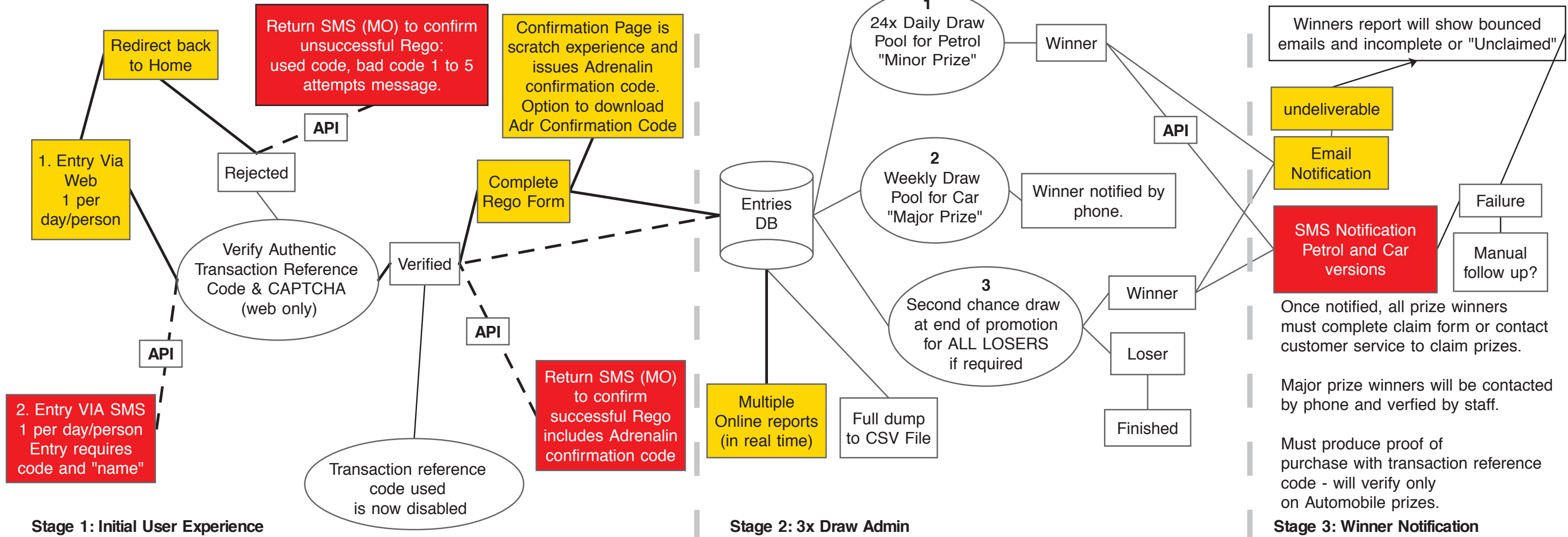
McDonald's Drive Thru Promotion - Process Flow.

Revision 7 - 24 November 08



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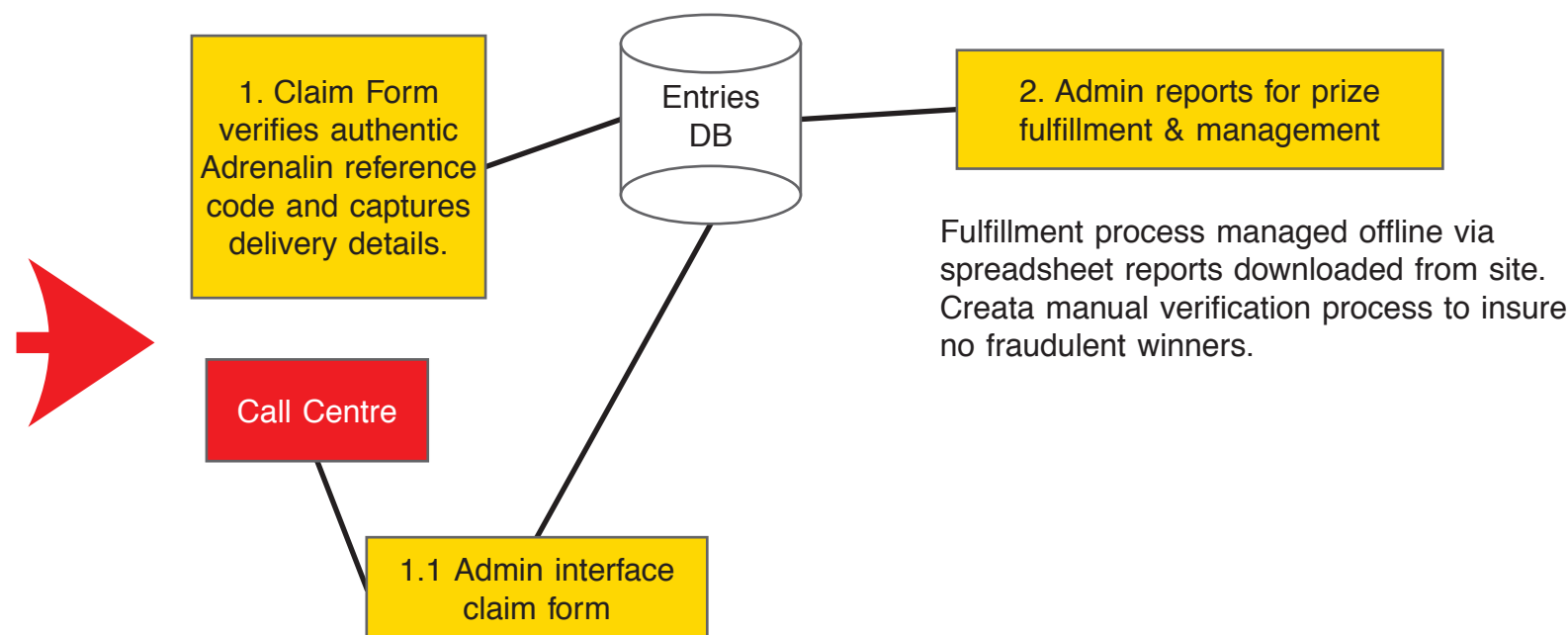
Transaction reference code issued at point of sale (on receipt or via scratch off card POS device), users have 2 options: Web and SMS



Stage 4: Winner Fulfilment

Winners driven to online claim form, with option for customer service number.

Must re-enter Adrenalin Confirmation Code from initial entry. Will be re-issued in winner notification email or SMS



Legend:

web workflow

SMS Workflow