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BURGER KING CORPORATION SIGNS PEPSICO AS SOFT DRINK PROVIDER FOR RESTAURANTS IN LATIN AMERICA AND THE CARIBBEAN

MIAMI, FL - April 1, 2011 - Burger King Corporation (BKC) today announced that it has signed a multi-year agreement with PepsiCo to be the exclusive soft drink supplier in more than 1,000 restaurants throughout the company's Latin America and Caribbean region. As a result of the Latin America beverage agreement, PepsiCo will now become the largest soft drink provider for BURGER KING® restaurants in these markets.

"We are excited to expand our relationship with PepsiCo in the region," said Jose Tomas, president, Latin America and the Caribbean, BKC. "This partnership will bring PepsiCo's product lineup to nearly 90 percent of our markets and will allow us to further leverage PepsiCo's brand power, extensive food and snack business and promotional partners across Latin America and the Caribbean."

"We are pleased to extend our reach with BURGER KING® restaurants across this strategic region and we are particularly proud of working together in PepsiCo's priority markets such as Brazil and Mexico," said Luis Montoya, president, Latin America beverages, PepsiCo.

"Additionally, PepsiCo is delighted to be working with BKC on a global basis to develop opportunities for Quaker Products," continued Mikel Durham, chief innovation officer, PepsiCo Foodservice.

ABOUT BURGER KING CORPORATION

Founded in 1954, BURGER KING® is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates more than 12,250 locations serving over 11 million guests daily in 76 countries and territories worldwide. Approximately 90 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. In October 2010, Burger King Corp. was purchased by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation, with a particular emphasis on maximizing the potential of brands and businesses. For more information on 3G Capital, please go to <http://www.3g-capital.com/>. To learn more about Burger King Corp., please visit the company's website at <http://www.bk.com> or follow us on [Facebook](#) and [Twitter](#).

ABOUT PEPSICO

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that generate more than \$1 billion in annual retail sales each. Our main businesses -- Quaker, Tropicana, Gatorade, Frito-Lay, and Pepsi Cola -- also make hundreds of other enjoyable and wholesome foods and beverages that are respected household names throughout the world. With net revenues of approximately \$60 billion, PepsiCo's people are united by our unique commitment to sustainable growth by investing in a healthier future for people and our planet, which we believe also means a more successful future for PepsiCo. We call this commitment Performance with Purpose: PepsiCo's promise to provide a wide range of foods and beverages for local tastes; to find innovative ways to minimize our impact on the environment, including by conserving energy and water usage, and reducing packaging volume; to provide a great workplace for our associates; and to respect, support, and invest in the local communities where we operate. For more information, please visit <http://www.pepsico.com/>.

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