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Burger King Corp. to Establish Master Franchise in Brazil

New Company to Assume Operations of the BURGER KING® Brand in Country

MIAMI - June 15, 2011 - Burger King Corp. (BKC) announced that an affiliate of Vinci Partners would become the BURGER KING® brand's master franchisee in Brazil. Following the closing, the new company will assume responsibility for the management and development of the BURGER KING® business in Brazil.

"We believe there is tremendous opportunity to grow the BURGER KING® brand in Brazil," said Jose Tomas, president, BKC Latin America and Caribbean. "I look forward to working closely with our master franchisee on their development plans and am confident they will drive aggressive growth to rapidly expand our footprint in Brazil."

The current General Manager for Brazil, Iuri Miranda, is expected to assume the newly-created role of chief executive officer of the new company. "I am thrilled to be leading the BURGER KING® brand during this period of exciting growth in Brazil," said Mr. Miranda. "The establishment of this joint venture with BKC will better position us to expand the brand's presence across the country and will allow more Brazilians the opportunity to experience our 'HAVE IT YOUR WAY™' brand promise."

The creation of this new company is the latest investment by Vinci Partners' new private equity fund, which has recently made other significant investments in Brazil and does not involve capital expenditures by BKC.

BKC entered Brazil in 2004 and there are currently 108 franchise-owned restaurants in the country.

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://3g-capital.com/>. To learn more about Burger King Corp., please visit the company's website at www.bk.com or follow us on [Facebook](#) and [Twitter](#).

About Vinci Partners

Vinci Partners is an independent investment firm and financial services provider founded in 2009 by former partners/MD's of Banco UBS Pactual. As of May, 2011, Vinci Partners managed approximately US\$5.5 billion of assets across its asset and wealth management divisions.

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