

## INVESTOR INFORMATION | Press Releases

# BURGER KING(R) Restaurants Nationwide Launch the WHIPLASH WHOPPER(R) for Paramount Pictures' and Marvel Entertainment's "Iron Man 2"

### *The King Jumps into the Action and Joins Forces with Marvel for New "Iron Man 2"-Themed Promotions*

MIAMI--(BUSINESS WIRE)--Apr. 27, 2010--Burger King Corporation (NYSE: BKC) catapults customers into the thrilling world of "Iron Man 2," opening in theaters everywhere May 7, with an action-packed national promotion featuring the WHIPLASH WHOPPER(R) sandwich. This limited-time addition to the BK(R) menu captures the sharp edge of the film's villain, Whiplash, with an intense, red-hot flavor combination featuring a flame-broiled WHOPPER(R) sandwich topped with melted Pepper Jack cheese, crispy red peppers and spicy mayonnaise. The fiery sandwich will be available for a suggested price of \$3.79 at participating restaurants throughout the four-week promotion.

To further mark the return of this popular movie franchise, Burger King Corp. has created an exclusive collection of BK(R) Kids Meal toys that bring the power and attitude of "Iron Man" into restaurants. This collection of eight film-inspired premiums are available with the purchase of a BK(R) Kids Meal and include four lifestyle accessories for girls and four action-packed toys for boys, including an exclusive "Iron Man 2" figurine that stands a full seven inches tall when assembled.\*

"BKC is proud to have been a part of the theatrical debut of 'Iron Man,' and we are thrilled to continue our support with 'Iron Man 2,'" said Mike Kappitt, chief marketing officer, North America, Burger King Corp. "We've invested more than ever before in our promotional elements so our guests can expect a new cutting-edge, Stark Industry-inspired promotional line-up featuring fan favorites like our collectible toys that are bigger and better, as well as some exciting new elements aimed at satisfying the hungriest of adult heroes."

Additionally, the movie promotion will feature separate adult and kid-focused advertising. The promotion flies into participating restaurants in celebration of the highly-anticipated sequel, which hits theaters on May 7.

### King Gets into the Futuristic Action with National Advertising Campaign

In the national adult television commercial, the King armors up with a futuristic "Iron Man" suit. In the spot, the "Iron King" introduces the latest technologies from the BURGER KING(R) brand to the curious visitors at the Stark Expo. In his quest to deliver high-tech value with flame-fresh taste via another new great product, the Buck Double sandwich, he ends up wreaking havoc at the Expo.

Additional marketing support will include separate kid-targeted television advertising, online activation on BKC's Web site for kids, ClubBK.com, and in-restaurant merchandising. The kid-focused TV commercial highlights BK(R) Kids Meals that meet BKC's strict nutrition standards and features the "Iron Man" action figure coming to life as a child's imagination takes his toy to new heights. On ClubBK.com, visitors help Tony Stark navigate his new suit in the game "Iron Man 2 Zoom Space." In addition to the traditional merchandising elements often in restaurants, guests will also see "Iron Man" come crashing through the ceiling holding an ice-cold Dr Pepper(R) through a unique merchandising element, plus dramatic life-size window clings of both "Iron Man" and War Machine.

\* One toy per Kids Meal, while supplies last.

### ABOUT BURGER KING CORPORATION

The BURGER KING(R) system operates more than 12,000 restaurants in all 50 states and in 73 countries and U.S. territories worldwide. Approximately 90 percent of BURGER KING(R) restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. In 2008, Fortune magazine ranked Burger King Corp. (BKC) among America's 1,000 largest corporations and in 2010, Standard & Poor's included shares of Burger King Holdings, Inc. in the S&P MidCap 400 index. BKC was recently recognized by Interbrand on its top 100 "Best Global Brands" list and Ad Week has named it one of the top three industry-changing advertisers within the last three decades. To learn more about Burger King Corp., please visit the company's Web site at [www.bk.com](http://www.bk.com). ABOUT MARVEL

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 5,000 characters featured in a

variety of media over seventy years. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios and Marvel Animation) and publishing (via Marvel Comics). Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world, including feature films, consumer products, toys, video games, animated television, direct-to-DVD and online. For more information visit [www.marvel.com](http://www.marvel.com).

Source: Burger King Corporation

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