

INVESTOR INFORMATION | Press Releases

SUMMIT ENTERTAINMENT'S 'THE TWILIGHT SAGA: ECLIPSE' UNLEASHES TWI-HARD FEEDING FRENZY AT BURGER KING® RESTAURANTS

MIAMI - June 21, 2010 - Beginning today, BURGER KING® restaurants bring the adventure, mystery and passion of "The Twilight Saga: Eclipse" to hungry Twi-hards across the country. Burger King Corp. (NYSE: BKC) and Summit Entertainment have teamed up for an exclusive, multi-faceted promotion, giving fans a taste of the excitement leading up to the premiere of this hotly anticipated film, which lands in theatres nationwide on June 30.

Inspired by the third installment of the Twilight Saga, BURGER KING® restaurants will help satisfy fans' cravings for everything "The Twilight Saga: Eclipse" with a wide variety of offerings, including themed, eco-friendly water bottles and BK® Crown Cards. New promotional elements range from TV advertising starring real Twilight Saga fans sharing their Edward and Jacob love to an in-restaurant game, in which two lucky players have the chance to win the ultimate Twi-hard fan experience.

"Knowing these fans have an insatiable appetite for all things Twilight Saga, we've put together a comprehensive promotion that makes each of our restaurants a one-stop shop for all things 'The Twilight Saga: Eclipse,'" said Patty Treviño, director, cultural marketing, Burger King Corp. "We're bringing back some guest favorites from our 'The Twilight Saga: New Moon' promotion and fans will interact in all new ways through the in-restaurant game, online extension, exclusive merchandise and more."

Bella Only Gets One Choice, BURGER KING® 'The Twilight Saga: Eclipse' Game

Gives Fans Two Ways to Play

In the spirit of the movie in which Bella is forced to decide between Edward and Jacob, the BURGER KING® "The Twilight Saga: Eclipse" Game puts the choice into guests' hands. Those who sink their teeth into a BK® Value Meal receive one game piece; while those who choose to upsize their BK® Value Meal receive two game pieces, each with an image of a character from "The Twilight Saga: Eclipse." By selecting one of two scratch-off areas, one representing Edward and the other Jacob, fans have a chance at winning a wide range of prizes, such as \$100,000, a 2011 Volvo XC60, a Vespa LX 50 4V, "The Twilight Saga: Eclipse" Ultimate Experience, movie tickets for a year courtesy of Fandango, a selection of products from the BK® menu and much more.

The opportunity to win doesn't end there. Using a collector's album available at participating BURGER KING® restaurants, fans can accumulate game pieces for another chance to win \$100,000, a 2011 Volvo XC60 or the prize most Twi-hards can only dream of - "The Twilight Saga: Eclipse" Ultimate Experience with a private movie screening and behind-the-scenes movie set tour.

Exclusive 'The Twilight Saga: Eclipse' Premiums

Restaurant guests who can't get enough of "The Twilight Saga: Eclipse" can also get their fix with a variety of movie-themed premiums including:

- A series of eight "The Twilight Saga: Eclipse" BK® Kids Meal premiums, perfect for the ultimate fan's Twilight Saga collection, are available with the purchase of any BK® Kids Meals. The keepsake and accessory premiums include a charm bracelet, hologram crest ring, wristband, wallet and more.
- Three new styles of eco-friendly aluminum water bottles, which can be purchased via www.eclipsebottles.com. Available for \$9.99 for a limited time, each bottle features an image of one of the three main characters and lets recipients declare themselves Team Edward, Team Jacob or Team Bella.
- Also back by popular demand, Twilight Saga fans can show off their enthusiasm with two designs of collectible "The Twilight Saga: Eclipse"-themed, recyclable paper Crowns that feature Bella, Edward and Jacob.
- A series of four limited-edition BK® Crown Cards inspired by the movie's characters are available at BURGER KING® restaurants. These gift cards start at \$5 and can be purchased, reloaded and used only at participating BURGER KING® restaurants nationwide.

Twihards Face Off Online

The movie experience doesn't end in the restaurant. Players can access the collector's album for the BURGER KING® "The Twilight Saga: Eclipse" Game at www.bkeclipse.com, and the site also gives consumers the option to have their Facebook profiles analyzed to determine how likely they are to side with Team Edward, Team Jacob or Team Bella.

Adult Advertising Shines Spotlight on Real Twilight Saga Fan Frenzy

In a series of national TV advertisements, which begin airing today, Twilight Saga fans ambush unsuspecting BURGER KING® restaurant guests as they're playing the BURGER KING® "The Twilight Saga: Eclipse" Game, imparting their passionate wisdom and persuading players to scratch off either the Team Edward or Team Jacob panel on the game piece. Capitalizing on the undeniable enthusiasm of Twihards, BKC recruited real Twilight Saga fans to star in the spots, giving them the chance to show their die-hard passion to a national TV viewing audience.

Separate family-targeted TV advertising begins airing today as well and features the grandmothers of Team Edward and Team Jacob supporters snatching a family's BK® Kids Meal gear, proving that Twihards young and old can't keep their hands off the BK® Kids Meal gear.

'The Twilight Saga: Eclipse'

In THE TWILIGHT SAGA: ECLIPSE, directed by David Slade from a screenplay written by Melissa Rosenberg and starring Kristen Stewart, Robert Pattinson and Taylor Lautner, Bella (Stewart) once again finds herself surrounded by danger as Seattle is ravaged by a string of mysterious killings and a malicious vampire continues her quest for revenge. In the midst of it all, she is forced to choose between Edward (Pattinson) and Jacob (Lautner) - knowing that her decision has the potential to ignite the ageless struggle between vampire and werewolf. With her graduation quickly approaching, Bella is confronted with the most important decision of her life.

ABOUT SUMMIT ENTERTAINMENT, LLC

Summit Entertainment, LLC is a worldwide theatrical motion picture development, financing, production and distribution studio. The studio handles all aspects of marketing and distribution for both its own internally developed motion pictures as well as acquired pictures. Summit Entertainment, LLC also represents international sales for both its own slate and third party product. Summit Entertainment, LLC releases on average 10 to 12 films annually.

ABOUT BURGER KING CORPORATION

The BURGER KING® system operates more than 12,100 restaurants in all 50 states and in 74 countries and U.S. 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 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.

-30-

CONTACT:

Lauren Ross Edelman 312/233-1378 lauren.ross@edelman.com

Lauren Kuzniar Edelman 305/378-7939 lauren.kuzniar@edelman.com

Last Update on June 21, 2010