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HAVE IT YOUR WAY® Foundation Sponsors The Miami Herald Spelling Bee For Second Year

Sponsorship Allows South Florida Students to Participate in the Scripps National Spelling Bee

MIAMI - Feb. 22, 2010 - The HAVE IT YOUR WAY® Foundation, the charitable arm of the BURGER KING® system, today announced its official sponsorship of the 70th annual Miami Herald Spelling Bee for the second consecutive year, reinforcing the Foundation's continuing dedication to supporting educational programs that celebrate diverse communities and positively impact the youth of South Florida.

"The Spelling Bee gives the youth of South Florida the opportunity to showcase their talents in a friendly, competitive atmosphere and provides Burger King Corp. with the chance to give back to the community where our company was founded more than 55 years ago," said Ivette Diaz, executive director, HAVE IT YOUR WAY® Foundation. "As a member of the South Florida community, we hope that by sponsoring this long-standing and beloved event, we can continue to support education and motivate students to participate in the competition for years to come."

Through its sponsorship, the HAVE IT YOUR WAY® Foundation has made it possible for all schools in Miami Dade/Monroe and Broward counties to participate in The Miami Herald Spelling Bee. The winner will be eligible to participate in the Scripps National Spelling Bee, a not-for-profit event that uses participation fees to offset costs. Without the support of the HAVE IT YOUR WAY® Foundation, local elementary and middle schools would not be able to compete in the national bee.

"We are proud of The Miami Herald Spelling Bee's history in South Florida," said Christina Gomez-Pina, Marketing & Events Director, Miami Herald Media Company. "Teaming up with the HAVE IT YOUR WAY® Foundation extends the tradition of this program that has given thousands of students a platform for learning and a chance to shine for over 60 years. It is our pleasure to have the HAVE IT YOUR WAY® Foundation continue its partnership with The Miami Herald Spelling Bee."

The Miami Herald Spelling Bee event is scheduled to take place on Wednesday, Feb. 24, 2010, at Jungle Island for Miami-Dade/Monroe counties and on Thursday, March 4, 2010, at the Broward Center for the Performing Arts for Broward county schools. Registration for the elementary competition on both dates begins at 8 a.m.; followed by the written exam at 9 a.m. Registration for the middle school competition begins at noon, followed by the written exam at 1 p.m. More information on the Spelling Bee events can be found on www.miamiheraldspellingbee.com.

ABOUT BURGER KING CORPORATION

The BURGER KING® 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® 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. to 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.

Through its BK Positive Steps® corporate responsibility program, the BURGER KING® system is committed to being a socially responsible brand in all areas of its business - food, people, the environment and corporate governance. To learn more about the BK Positive Steps® corporate responsibility program and view the complete fiscal 2009 report, visit www.bk.com/corporateresponsibility. For more information on Burger King Corp., please visit the company's Web site at www.bk.com.

ABOUT HAVE IT YOUR WAY FOUNDATION, INC.

The HAVE IT YOUR WAY® Foundation is a 501(C) (3) not-for-profit public charity, whose mission is to make a positive impact in the communities in which we work and live in collaboration with the extended BURGER KING® family. The HAVE IT YOUR WAY® Foundation is an integral part of Burger King Corp.'s BK Positive Steps® corporate responsibility program. To learn more about the HAVE IT YOUR WAY® Foundation, visit www.haveyourwayfoundation.org or call 305/378-3186.

ABOUT THE MIAMI HERALD MEDIA COMPANY

The Miami Herald Media Company (MHMC) publishes The Miami Herald, winner of 20 Pulitzer Prizes, and El Nuevo

Herald, recipient of the Ortega y Gasset international prize for Spanish-language publications. Together, our newspapers are read each week by more than 1.5 million people in print and online at MiamiHerald.com and elNuevoHerald.com.

MHMC also publishes Miami.com, South Florida's most comprehensive interactive guide to local entertainment and attractions. MHMC produces content across all media, including video, mobile formats and radio broadcasts on WLRN/Herald News, as well as custom publications for hotels, airlines and other clients. For more information, please visit our websites: www.MiamiHerald.com, www.elNuevoHerald.com, www.Miami.com and www.MomsMiami.com.

CONTACTS:

Michelle Miguelez
Burger King Corp.
(305) 378-7277
mediainquiries@whopper.com
Marie Garcia
Miami Herald Media Company
(305) 376-4783

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