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NASCAR'S TONY "SMOKE" STEWART RACES 'INTO THE FIRE' TO WORK AT A BURGER KING® RESTAURANT

MIAMI - Aug. 5, 2010 - Burger King Corp. (NYSE:BKC) threw famed NASCAR racer Tony "Smoke" Stewart "into the fire" for the ultimate test of speed: working a full shift in a BURGER KING® restaurant to sell the new Smoky Cheddar Steakhouse XT™. Cameras placed throughout the restaurant captured the action as the racing superstar proved that, whether behind the wheel or the broiler, he can be cool under pressure.

Cameras rolled while Tony made the switch from the track to the kitchen and raced to cook juicy, flame-broiled burgers to perfection; ring up orders at the front counter and deliver the hot and fresh Smoky Cheddar Steakhouse XT™ with a smile at the drive-thru - all while managing to sneak in a few autographs for unsuspecting fans.

Fans can "[Clock In with Tony Stewart](#)" on www.bk.com and watch highlights from his day on the job. The new Smoky Cheddar Steakhouse XT™ burger features an extra-thick all-beef patty topped with cheddar cheese, smoky BBQ mayonnaise, bacon, crisp lettuce and ripe tomatoes and is available at participating BURGER KING® restaurants for a suggested retail price of \$4.49.

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.

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