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BURGER KING CORP. PARTNERS WITH AMERICAN RED CROSS TO RAISE FUNDS FOR EMERGENCY RESPONSE VEHICLES

MIAMI - Aug. 23, 2010 - Burger King Corp. (NYSE: BKC) and the American Red Cross have partnered to raise funds to purchase co-branded emergency response vehicles (ERVs) to assist individuals and families affected by disasters across Florida.

Now through Sept. 16, guests visiting one more than 250 participating company-owned BURGER KING® restaurants in Florida can select to make a monetary donation in support of the American Red Cross when placing their order in a restaurant or at the drive-thru. All donations collected will benefit the American Red Cross and will be used to purchase the ERVs.

"As a longstanding member of the South Florida community, our company and employees have experienced our fair share of natural disasters. We understand the importance of lending a hand and have partnered with the American Red Cross to raise funds that directly benefit our communities in times of disaster," said Gladys DeClouet-Mims, senior vice president, North America company operations, Burger King Corp.

This in-restaurant promotion is the first step to a national partnership with the American Red Cross, which BKC plans to launch globally in 2011. The partnership is based on the efforts of several Colorado BURGER KING® franchisees, who raised funds to purchase an ERV in 2006. Spearheaded by BK® franchisees Elena and Ken Donahue of OCEDON, the project was born out of a need for a vehicle that could respond to local disasters.

"We recognize our brand's influence and ability to positively affect the communities in which we work and live. This is the first step to expanding our support of the Red Cross throughout the BURGER KING® system and provide many more ERVs," said Chuck Fallon, president, North America, Burger King Corp. "We sincerely hope that BURGER KING® guests will contribute to this worthwhile cause in support of the American Red Cross's ongoing disaster relief efforts."

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. among America's 1,000 largest corporations and Ad Week named it one of the top three industry-changing advertisers within the last three decades and it was recently recognized by Interbrand on its top 100 "Best Global Brands" list.

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.

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