

INVESTOR INFORMATION | Press Releases

Burger King Corporation Fires up Game-Changing ‘Secret Weapon’ Breaking New Ground in Product Quality Innovation

Leading the Way: Premium Steakhouse XT(TM) Burger Line

MIAMI, Feb 22, 2010 (BUSINESS WIRE) – Burger King Corporation (NYSE:BKC) today announced that BURGER KING(R) restaurants nationwide are cooking with a ground-breaking new product quality and menu innovation to great-tasting new heights. This state-of-the-art equipment is the heart of BURGER KING(R) restaurant kitchens. The broiler, supplied by two major proprietary technology that allows restaurants to further enhance the brand's famous flame-fresh taste and provides the flexibility necessary to explore a wider range of innovative, delicious, fire

"This new broiler is a game-changing piece of equipment and a significant point of differentiation for us," said John Schaufelberger, senior vice president, global product marketing and innovation Corporation. "Not only is the technology revolutionary to our industry, it is proprietary to the BURGER KING(R) brand. It allows us to up the ante in our product development across the board - from food and unconventional menu innovations to even more competitive value offerings."

Burger King Corporation is currently testing a variety of products that can now be made on the new broiler, including fall-off-the-bone BK(R) Fire-Grilled Ribs, stuffed burgers packed with flavor and an array of one-of-a-kind offerings for breakfast, snacks and even flame-kissed desserts.

Hot Off the Broiler:Steakhouse XT(TM) Hits the Spot!

The casual dining quality Steakhouse XT(TM) premium burger line that are flame-broiled to perfection are more than 30 percent larger than McDonald's(R) Angus Third Pounders. The extra-thick patties debuts at BURGER KING(R) restaurants nationwide this month and is among the first menu offerings made possible by the revolutionary new cooking system.

- The Steakhouse XT(TM) is a steakhouse dining experience from top to bottom. The premium sandwich features 7 ounces of seasoned ground beef topped with crisp lettuce, onions, red-ripe tomatoes and mayo all on a corn-dusted bakery bun.
- The A.1.(R) Steakhouse XT(TM) features all of the ingredients on the Steakhouse XT(TM) along with A.1.(R) steak sauce, American cheese and crispy onions.
- The Smoky Cheddar Steakhouse XT(TM) is named for its smoky barbeque sauce, cheddar cheese and bacon.

For a limited time only, the Steakhouse XT(TM) is available at participating restaurants in the U.S. and Canada for a special introductory retail price of \$3.99. The A.1.(R) Steakhouse XT(TM) and Smoky Cheddar Steakhouse XT(TM) are available for a suggested retail price of \$4.49. Both the Steakhouse XT(TM) and the A.1.(R) Steakhouse XT(TM) are permanent additions to the BURGER KING(R) menu. The Cheddar Steakhouse XT(TM) is available for a limited time, while supplies last.

Ranging from a suggested retail price of \$3.99 to \$4.49, the Steakhouse XT(TM) premium burger offerings further increase the variety of high-quality, affordable menu items to BURGER KING(R) guests.

Environmental Benefits

In addition to advancing the entire cooking process, one of the proprietary systems supports energy efficiency by reducing gas consumption in BURGER KING(R) restaurants by 52 percent and electricity consumption by 90 percent when compared to systems of the past. As of Feb. 1, virtually all BURGER KING(R) restaurants in the U.S. and Canada have installed the new broiler and the international markets is expected to be completed over the course of 2010.

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 Corporation (BKC) as one of the 1,000 largest corporations and in 2010, Standard & Poor's included shares of Burger King Holdings, Inc. in the S&P MidCap 400 index. Burger King Corporation was recently recognized by Inc. magazine's "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 Corporation, please visit our Web site at http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.bk.com&esheet=6187053&lan=en_US&anchor=www.bk.com&index=1&md5=194b9b98175107876ae9a

Through its *BK Positive Steps(R)* corporate responsibility program, the BURGER KING(R) system is committed to being a socially responsible brand in all areas of its business - food, people and corporate governance. To learn more about the *BK Positive Steps(R)* corporate responsibility program and view the complete fiscal 2009 report, visit http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.bk.com%2Fcorporateresponsibility&esheet=6187053&lan=en_US&anchor=www.bk.com%2Fcorporateresponsibility&index=2&md5=b1c7062b1dc00c5f. For more information on Burger King Corporation, please visit the company's Web site at http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.bk.com&esheet=6187053&lan=en_US&anchor=www.bk.com&index=3&md5=e82bfa66cdd51c0774b7afcbe86719ca.

SOURCE: Burger King Corporation

Burger King Corporation
 Lauren Kuzniar, 305-378-7939
lkuzniar@whopper.com
 or
 Robin Chung Edelman, 312-297-7571
robin.chung@edelman.com

Last Update on February 22, 2010