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BURGER KING CORP.'S EXCLUSIVE 'BK® SIGN & RACE' PROMOTION LETS NASCAR FANS RACE INTO THE ACTION WITH TONY STEWART

MIAMI - May 20, 2010-Beginning today, Burger King Corp. (NYSE:BKC) offers thousands of fans a rare chance to "hit the track" with Tony Stewart as he races toward Victory Lane at the Daytona International Speedway. The interactive "BK® Sign & Race" promotion is the ultimate "FandorsementSM" for Tony Stewart NASCAR fans who have the need for speed. Hitting the track is simple; fans who log on to www.BKSignandRace.com can submit their personal signatures for exclusive placement on the BURGER KING® logo that will grace the hood of the No. 14 car during the NASCAR Sprint Cup Series™ Coke Zero 400 race on July 3.

"BK® Sign & Race gives NASCAR fans a new way to rally around Tony in Daytona and we hope that their loyal support will help propel him to repeat last year's win in the BURGER KING® car," said Mike Kappitt, chief marketing officer, North America, Burger King Corp.

On the site, participants can zoom in on the BURGER KING® logo to see how their signatures will be incorporated and will be able to share a BK® Sign & Race image with friends via Facebook, Twitter and e-mail.

After the race in Daytona, fans will have the chance to take home a piece of history. Beginning June 28 through July 7, an authentic No. 14 BURGER KING® car hood, complete with the fan-endorsed BURGER KING® logo, will be available via an online auction through BKSignandRace.com. All proceeds of the auction will support Burger King Corp.'s

HAVE IT YOUR WAY® Foundation, the charitable arm of the BURGER KING® brand, which is committed to providing philanthropic support in communities around the globe.

"We raced to victory in Daytona last season, and it will be exciting to be back in the victory circle with my fans on board," said Tony Stewart. "BK® Sign & Race lets me take thousands of fans with me on the track and the auction will help give back to others in need. It's a win/win."

Burger King Corp.'s sponsorship of Stewart will continue in August with a four-week, in-restaurant promotional campaign, playing off of Stewart's nickname, "Smoke," and highlighting the Smoky Cheddar Steakhouse XT™ burger. The sandwich features an extra-thick all-beef patty topped with cheddar cheese, smoky BBQ mayonnaise, bacon, crisp lettuce and ripe tomatoes and will be available at participating BURGER KING® restaurants.

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.

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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