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Burger King Corporation Wakes Guests up to New Breakfast Menu Additions

\$1 BK(R) Breakfast Muffin Offers Great Deal; BKTM Breakfast Bowl Boasts Best of Breakfast Flavors

MIAMI, Mar 29, 2010 (BUSINESS WIRE) --Burger King Corporation (NYSE: BKC) today announced the newest additions to its breakfast menu lineup, the BK(R) Breakfast Muffin sandwich and BK(TM) Breakfast Bowl. Available for just \$1 at participating restaurants, the BK(R) Breakfast Muffin sandwich features savory sausage, egg and melted American cheese on a freshly baked English muffin. It's the latest menu item available on the BK(R) Breakfast Value Menu, which launched in early 2007 as the first national breakfast value menu among quick-service restaurants.

"The BK(R) Breakfast Muffin sandwich provides more value for the money to our guests," said John Schaufelberger, senior vice president, global product marketing and innovation, Burger King Corporation. "We took a breakfast sandwich that has proven likeability among consumers and are delivering it at a great price."

The BK(R) Breakfast Muffin sandwich takes aim at "the other" breakfast muffin sandwich in the market and will be illustrated by a tongue-in-cheek advertising campaign that showcases this undeniably delicious breakfast sandwich. "This provocative campaign highlights the King's edgy antics and makes it clear that our newest breakfast sandwich is a great deal for our guests," said Brian Gies, vice president, marketing impact, Burger King Corporation. Dubbed "The Sneaky King," the 30- and 15-second commercials, which begin airing nationally today, feature the King taking matters into his own hands as he works to deliver a breakfast sandwich he knows guests love for \$1.

ALL-IN-ONE BREAKFAST BOWL

In addition to the BK(R) Breakfast Muffin sandwich, beginning today, participating BURGER KING(R) restaurants nationwide will also feature the new, premium BKTM Breakfast Bowl. This easy-to-go, easy-to-eat menu item features all of the ingredients of a typical breakfast platter, combining roasted southwestern potatoes, grilled onions and peppers, scrambled eggs and savory sausage topped with a three-cheese blend and a smoky cheese sauce. In-restaurant merchandising will support this all-in-one breakfast experience, which is available for a suggested retail price of \$2.79.

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 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. To learn more about Burger King Corp., please visit the company's Web site at <http://www.bk.com>.

SOURCE: Burger King Corporation

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