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BURGER KING® CELEBRATES AMERICA'S BIRTHDAY WITH A DEAL THAT WILL ADD FIREWORKS TO ANY JULY FOURTH WEEKEND GET-TOGETHER

The BURGER KING® Original Chicken Sandwich is Back By Popular Demand for Only \$1.04 This Independence Weekend at Participating BK® Restaurants

MIAMI - June 26, 2012 - This Fourth of July weekend, BURGER KING® is inviting all of America to add one of its "founding flavors" to their holiday plans. BURGER KING® restaurants nationwide will celebrate America's birthday by offering all guests the BK® Original Chicken Sandwich for a phenomenal price! On Friday, June 29th, Saturday, June 30th and Sunday, July 1st, participating BURGER KING® restaurants will serve up the brand's popular Original Chicken Sandwich for \$1.04 each.

A fan favorite on the BK® menu for the past 35 years, the BURGER KING® Original Chicken Sandwich is a lightly breaded, premium white meat chicken breast fillet topped with the simply delicious combination of shredded lettuce and creamy mayonnaise, all on a toasted sesame seed bun. (Suggested retail price of the Original Chicken Sandwich starts at \$4.49). At just \$1.04 this weekend only, that means guests can celebrate the red, white and blue, and save a little green, too.

"Last year, the BURGER KING® Original Chicken Sandwich July 4th Promotion was a big hit with our guests, so we are bringing it back again this holiday weekend," said Alex Macedo, senior vice president, North America marketing, Burger King Corp. "July 4th weekend is about enjoying time with family and friends, and BK® is celebrating those moments by offering our fans the chance to add one of our most popular menu items to the festivities, wherever their holiday plans take them."

Feel like taking your Original Chicken Sandwich to the next level? Simply add cheese for an extra 50 cents or transform it into a Club Chicken Sandwich with thick-cut hardwood smoked bacon, fresh slices of tomato, shredded lettuce and creamy mayonnaise for just \$1.00 more. Whether you are ringing in America's birthday at a party with family and friends, relaxing on the beach or just feel like enjoying a snack on your weekend roadtrip, the BURGER KING® Original Chicken Sandwich will be there to satisfy you day or night.

The \$1.04 promotion will be available at participating BURGER KING® restaurants. Prices and participation may vary and are higher in AK and HI.

ABOUT BURGER KING CORPORATION

Founded in 1954, BURGER KING® (NYSE: BKW) is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates in over 12,500 locations serving over 11 million guests daily in 82 countries and territories worldwide. More than 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. To learn more about Burger King Worldwide, please visit the company's website at www.bk.com or follow us on [Facebook](#) and [Twitter](#).

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CONTACT:

Randi Farynyk, Coyne PR

973/588-2185

rfarynyk@coynepr.com

BKC Communications

305/378-7277

mediainquiries@whopper.com

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