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TWO-FOR-ONE ORIGINAL CHICKEN SANDWICH DEAL MAKES THE HOLIDAYS TWICE AS NICE AT BURGER KING® RESTAURANTS NATIONWIDE

MIAMI - Dec. 13, 2010 - Burger King Corp. (BKC) is offering two Original Chicken Sandwiches for the price of one, giving fans of this long-time favorite sandwich twice as much to enjoy. A menu favorite for more than three decades, the classic sandwich features its tried and true ingredients - a crispy, white meat chicken patty topped with fresh lettuce and mayo on its signature, hoagie-style sesame seed bun. The buy-one-get-one promotion, available at participating BURGER KING® restaurants nationwide, runs through Jan. 16 and is not valid on specialty versions of the sandwich.

"The Original Chicken Sandwich has been a menu staple for 33 years and is the go-to choice for a huge base of loyal fans," said Jonathan Muhtar, BKC's vice president, global product marketing and innovation. "They look to this mainstay for its classic taste, and we're giving customers the chance to double up on the comfort of this time-tested sandwich without reaching deeper into their wallets."

National TV advertising, titled "Helping Hands," will support the promotion and shows what it takes to enjoy a duo of Original Chicken Sandwiches. One 30-second spot features an Original Chicken Sandwich fan getting additional help from an inconspicuous pair of extra hands, making sure he doesn't miss a beat, even as he enjoys two sandwiches. An additional 15-second, product-focused advertisement showcases the freshly made ingredients of the classic sandwich and invites viewers to BK® restaurants for the offer.

ABOUT BURGER KING CORPORATION

The BURGER KING® system operates more than 12,150 restaurants in all 50 states and in 76 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 2010, Fortune magazine ranked Burger King Corp. (BKC) among America's 1,000 largest corporations. BKC was recently recognized by Interbrand on its top 100 "BestGlobal 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 website at www.bk.com.

CONTACT:

Lauren Ross Edelman 312/233-1378 lauren.ross@edelman.com Lauren Kuzniar Edelman 305/378-7939 lauren.kuzniar@edelman.com

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