

## INVESTOR INFORMATION | Press Releases

# BURGER KING® KICKS OFF CHAMPIONSHIP WEEKEND BY GIVING AWAY FREE ONION RINGS TO FANS NATIONWIDE ON FEB. 4TH AND 5TH

### *NFL Hall of Fame Great Lynn Swann Celebrates the Big Game By Adding New Crispy, Golden BK® Onion Rings to His Championship Ring Collection*

MIAMI - February 2, 2012 - New York and New England may be vying for bragging rights and championship rings on Sunday, but **BURGER KING®** fans nationwide will also have the chance to get their own "rings" during the championship weekend - crispy, golden BK® onion rings that is! On February 4th and 5th, BURGER KING® restaurants across the country will offer every guest a free value size order of the brand's new signature onion rings. NFL Hall of Famer and Four Time Super Bowl Champion, Lynn Swann, who earned his own coveted collection of four championship rings during his famed career, wants to make sure that everyone in America has something to cheer about this weekend, no matter who wins the big game.

"I am happy to work with BURGER KING® to make sure that everyone knows how to get their free onion rings during this weekend of championship football," said Lynn Swann, NFL Hall of Famer and Pittsburgh Steelers Wide Receiver. "Since I have my rings, I wanted to make sure you could get yours. And you don't have to stop at four!!"

Whether fans want something delicious to snack on during the big game, or just want new "bling" for their ring fingers, BURGER KING® onion rings are served hot and crispy and can satisfy everyone's weekend cravings. As one of the top QSRs serving onion rings on their menu, BURGER KING® wants to share their exclusivity with all of America. Each guest visiting a participating restaurant will receive a free value size onion ring, no purchase necessary. Guests can also dip their rings in a variety of BK® sauces, from ketchup to zesty sauce, and everything in between. The free value size onion rings offer is good while supplies last and excludes breakfast hours.

### **ABOUT BURGER KING CORPORATION**

Founded in 1954, BURGER KING® is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates approximately 12,400 locations serving over 11 million guests daily in 79 countries and 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 October 2010, Burger King Corp. was purchased by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation, with a particular emphasis on maximizing the potential of brands and businesses. For more information on 3G Capital, please go to <http://www.3g-capital.com>. To learn more about Burger King Corp., please visit the company's website at [www.bk.com](http://www.bk.com) or follow us on [Facebook](#) and [Twitter](#).

-BKC-

### **CONTACT:**

Michelle Miguelez Burger King Corp. 305/378-7277 [mediainquiries@whopper.com](mailto:mediainquiries@whopper.com)

Kristen Hauser Coyne PR 305/378-7457 [khauser@coynepr.com](mailto:khauser@coynepr.com)

Last Update on February 02, 2012