

INVESTOR INFORMATION | Press Releases

Burger King Corporation and BK Racing Announce Licensing Agreement

MIAMI - February 27, 2012 - Burger King Corp. (BKC) announced today that the company has entered into a licensing agreement with BK Racing LLC. As part of the agreement, BKC has licensed the primary paint scheme on the No. 83 and 93 Toyota Camry Sprint Cup cars which debuted during this weekend's NASCAR Sprint Cup Series race at Daytona (Fla.) International Speedway.

Two-time Sprint Cup Series winner David Reutimann will pilot the No. 93 Toyota in the Daytona 500 and former NASCAR Nationwide Series Rookie-of-The-Year winner Landon Cassill will race the No. 83 in the Daytona 500 and for the balance of the 2012 season. In addition, the team also announced that 2003 NASCAR Camping World Truck Series champion Travis Kvapil will be behind the wheel of the No. 93 Toyota beginning at the second race of the season in Phoenix, Ariz.

"I'm extremely happy to welcome Burger King Corp. to the team and really proud to be associated with such a great brand," said BK® franchisee Scott Gunderson, president and co-owner of BK Racing LLC. "This demonstrates another important step in getting the BK™ Racing team ready for the season. As a longtime franchisee of BURGER KING® restaurants, I look forward to a successful racing season and know firsthand the benefits of a partnership with a winning team."

BKC will leverage the sponsorship both on and off the track, through select regional marketing programs and promotions.

"This sponsorship with the BK™ Racing team provides the perfect scenario to get back into NASCAR. The team's passion, both on and off the track, resonates very well with an important segment of BURGER KING® customers," said Alex Macedo, senior vice president, North America marketing, Burger King Corp. "We've long understood the power of NASCAR, and its millions of fans, and are looking forward to an exciting season."

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 in 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 or follow us on [Facebook](#) and [Twitter](#).

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