

## INVESTOR INFORMATION | Press Releases

# BURGER KING CORPORATION TEAMS WITH KINECT™ FOR XBOX 360® ON A GAME-CHANGING HOLIDAY PROMOTION

MIAMI - June 17, 2010 - Burger King Corp. (NYSE: BKC) today announced that it has joined forces with Microsoft to support the launch of the highly-anticipated Kinect™ for Xbox 360®, where you are the controller. Hitting shelves Nov. 4, Kinect for Xbox 360 brings games and entertainment to life in extraordinary new ways, no controller required, and is predicted to be the hottest "must have" gift of the holiday season.

This latest alliance builds on the innovative relationship that Burger King Corp. and Xbox forged in 2006 when they created a highly successful series of limited-edition games for Xbox 360 featuring the King, Subservient Chicken and other popular BURGER KING® brand icons.

"Our first endeavor with Xbox 360 took the gaming world by storm, so we couldn't pass up the chance to come together on another cutting-edge program," said Mike Kappitt, chief marketing officer, North America, Burger King Corp. "During this year's promotion, our guests can look forward to an even greater adventure that will stimulate the imaginations of gamers and entertainment-lovers of all shapes and sizes. While full details of the promotion are still top secret, we're proud to be the first and only brand in our industry to stand behind this pioneering experience that will forever change the way the world looks at entertainment."

### HOW TO PLAY

Using Kinect for Xbox 360 is as simple as stepping in front of the sensor. It recognizes you, responds to your gestures, and listens to your voice. See a ball? Kick it. Say play, and your movie starts in instant-on HD in 1080p. Want to join in on the fun, simply jump in. With Kinect for Xbox 360, technology evaporates, letting the natural magic that exists in all of us shine.

"Xbox 360 gives you the entertainment you love with the people you care about no matter where you are," said Grover Holtzclaw, Director, Xbox U.S. Platform Marketing. "By making you the controller, Kinect for Xbox 360 is uniquely magical and instantly fun. We're excited to partner with the BURGER KING® brand to bring that magic to everyone this holiday season."

### ABOUT BURGER KING CORPORATION

The BURGER KING® system operates more than 12,100 restaurants in all 50 states and in 74 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 2008, Fortune magazine ranked Burger King Corp. (BKC) among America's 1,000 largest corporations and in 2010, Standard & Poor's included shares of Burger King Holdings, Inc. in the S&P MidCap 400 index. BKC was recently recognized by Interbrand on its top 100 "Best Global 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 Web site at [www.bk.com](http://www.bk.com).

-30-

### CONTACT:

Marisa Vrona Edelman 312/240-2642 [marisa.vrona@edelman.com](mailto:marisa.vrona@edelman.com)

Lauren Kuzniar Edelman 305/378-7939 [lauren.kuzniar@edelman.com](mailto:lauren.kuzniar@edelman.com)

Last Update on June 17, 2010