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Burger King® Restaurants Launch WHOPPER® Wi-Fi

New Plug-And-Play Wi-Fi Upgrade Provided by AT&T Brings U.S. BURGER KING® Guests More Robust User Experience

MIAMI, FL, APRIL 16, 2014 - Burger King Corp. (BKC) has expanded its long-standing relationship with AT&T* by launching AT&T Wi-Fi services for all of its U.S. restaurants. The upgraded platform, "WHOPPER® Wi-Fi" replaces and upgrades current restaurant Wi-Fi networks to provide BURGER KING® guests an easier to use, more robust experience.

"WHOPPER® Wi-Fi is about improving the in-restaurant experience for our guests. Most of our guests carry smart phones or tablets, and this upgrade makes their time with us easier and more enjoyable," said Alex Macedo, President, North America, BKC. "We are committed to enhancing our digital platforms across the board and having WHOPPER® Wi-Fi is just the beginning."

The benefits of WHOPPER® Wi-Fi include:

- *Fast and Easy Set-Up* - WHOPPER® Wi-Fi, powered by AT&T Ready Zone, has an easy, customizable set-up with full support of AT&T's Wi-Fi network operations.
- *Consistent Wi-Fi Service for BURGER KING® restaurants* - WHOPPER® Wi-Fi allows guests access to quality connectivity at all U.S. restaurants.
- *More Options for BURGER KING® guests* - This streamlined platform gives BURGER KING® restaurants the ability to improve the guest experience in ways that keep pace with their guests' mobile, on-the-go lifestyles.

"Wi-Fi connectivity is a growing priority for businesses and we're providing solutions that support that need," said Dan Walsh, AT&T Senior Vice President Global Customer Solutions & Integration. "AT&T's reliable Wi-Fi network aligns with the BURGER KING® brand commitment to create the best guest experience and lays the foundation for continued growth." AT&T Ready Zone is the company's newest plug-and-play solution. The product helps businesses mobilize and engage with customers while connected to AT&T's Wi-Fi network. The easy to install and scalable solution helps businesses build feature-rich applications and enables back-end needs.

**AT&T products and services are provided or offered by subsidiaries and affiliates of AT&T Inc. under the AT&T brand and not by AT&T Inc.*

About Burger King Worldwide

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 13,000 locations serving more than 11 million guests daily in 97 countries and territories worldwide. Approximately 100 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](#).

About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company and **one of the most honored companies in the world**. Its subsidiaries and affiliates - AT&T operating companies - are the providers of AT&T services in the United States and internationally. With a powerful array of network resources that includes the nation's most reliable 4G LTE network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile Internet, AT&T also offers the best wireless coverage worldwide of any U.S. carrier, offering the most wireless phones that work in the most countries. It also offers advanced TV service with the AT&T U-verse® brand. The company's suite of IP-based business communications services is one of the most advanced in the world.

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Reliability claim based on data transfer completion rates on nationwide 4G LTE networks. 4G LTE availability varies.

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