

INVESTOR INFORMATION | Press Releases

FREE SEATTLE'S BEST COFFEE® EVERY FRIDAY HEATS UP NOVEMBER AT BURGER KING® RESTAURANTS

Get your java fix for free every Friday morning in November at participating BURGER KING® restaurants. Starting Nov. 5, Burger King Corp. (BKC) is picking up the tab on all 12-ounce cups of Seattle's Best Coffee® during breakfast hours while supplies last. For guests who enjoy their freshly-brewed morning coffee free of charge, BKC will also be giving a coupon good for one complementary 22-ounce Iced Seattle's Best Coffee®, in either vanilla or mocha flavor, valid during a future visit with the purchase of any BK® Value Meal.

"Our new breakfast lineup offers guests great taste, quality and variety, and Seattle's Best Coffee® is at the heart of it," said Mike Kappitt, chief marketing officer for North America, Burger King Corp. "Hungry breakfast goers have already turned out in droves to try our new BK® Breakfast Menu, and by offering free high-quality coffee, we're giving them yet another reason to bite into breakfast at BURGER KING®."

Seattle's Best Coffee® is just one of the nine new items now featured on the BK® Breakfast Menu. Launched in September, guests have embraced the new morning line-up, which features the BK® Breakfast Ciabatta Club Sandwich, fresh-baked Mini Blueberry Biscuits, three breakfast platters and more.

The nationwide promotion will be supported by TV advertising that stars lonely coffeehouse employees in distress over the absence of their regular customers. The lighthearted commercials show the workers confronting their old coffeehouse "regulars" who have chosen to head to BURGER KING® restaurants for their morning fix instead of their usual high-end coffeehouse.

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 and 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 website at www.bk.com.

ABOUT SEATTLE'S BEST COFFEE

Seattle's Best Coffee, LLC has been roasting premium coffee since 1970. Seattle's Best Coffee is currently available in more than 550 cafes and kiosks as well as locations such as college campuses, restaurants, hotels, airlines, cruise ships, bookstores, grocery stores and movie theatres. The company is rapidly expanding the distribution of its premium coffee. Seattle's Best Coffee is a featured brand within Starbucks Corporation (NASDAQ: SBUX) and is ranked among the 10 best franchise opportunities by QSR Magazine (January 2010). For more information, please visit Seattle's Best Coffee online at www.seattlesbest.com or www.seattlesbestfranchise.com and become a member of the coffee community at www.facebook.com/SeattlesBest or @SeattlesBest on Twitter.

-30-

CONTACT:

Marisa Vrona Edelman 312/240-2642 marisa.vrona@edelman.com
Lauren Kuzniar Edelman 305/378-7939 lauren.kuzniar@edelman.com

Last Update on November 04, 2010

