

INVESTOR INFORMATION | Press Releases

BURGER KING CORP. ANNOUNCES THE WINNER OF THE 2010 BK® NEXT BEST MOVE SM

YORK - Aug. 26, 2010 - Burger King Corp. (NYSE: BKC) today announced the winner of the BK® *NEXT BEST MOVE SM* five-month, 41-city national tour. Excited fans from all over the country sent in their votes and crowned Shane Wise of Warrensburg, Missouri the winner of the competition.

"BK® *NEXT BEST MOVE SM* was the biggest tour in the history of the BURGER KING® brand and provided consumers with broad-based access to not only what is happening in the basketball world, but also in urban communities across the U.S.," said Patricia Treviño, director, promotions and multicultural marketing, BKC. "We recognize the importance of giving back and this tour was the ideal opportunity for us to showcase our community service initiatives in each of the participating cities."

BKC kicked off its first-ever BK® *NEXT BEST MOVE SM* national tour earlier this year, headlined by reality TV star Syrus Yarborough, with stops in New York City, Chicago, Atlanta and Los Angeles. The tour provided non-professional athletes across the country with the opportunity to showcase their skills on the basketball court and highlight the impact they are making in their cities through community service. One semi-finalist in each market was selected through online votes to compete against top-ranked players across the 41 markets for a chance to win \$10,000 and a feature in a national basketball lifestyle magazine or Website.

The competition also featured highlights of BK® *NEXT BEST MOVE SM* participants around the country on www.thenextbestmove.com. Visitors to the site had the chance to get a new, fresh perspective on a variety of philanthropic community efforts that they can adapt and implement in their own communities.

"A friend told me about the BK® *NEXT BEST MOVE SM* move contest because he believed that the dunk I had been working on was the move that could win the contest," said winner Shane Wise. "It's so amazing to be crowned the winner because eighteen months ago, I was in a devastating car crash that turned my whole world upside down. Now, Burger King Corporation has given me an opportunity to show off my dunk to the world and what I truly feel is the best basketball move."

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 Website at www.bk.com.

Through its *BK Positive Steps*® corporate responsibility program, the BURGER KING® system is committed to being a socially responsible brand in all areas of its business - food, people, the environment and corporate governance. To learn more about the

BK Positive Steps® corporate responsibility program and view the complete fiscal 2009 report, visit www.bk.com/corporateresponsibility. For more information on Burger King Corp., please visit the company's website at www.bk.com.

###

CONTACT:

Tyrha M. Lindsey

Director of Public Relations

1/21/2015

Burger King

UniWorld Group, Inc.

(212) 219.7145

Tyrha.Lindsey@uwgny.com

Last Update on August 26, 2010