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NEW WHOPPER® BAR RESTAURANT TO OPEN IN ENTERTAINMENT EPICENTER IN DOWNTOWN KANSAS CITY

Kansas City Power & Light District to be the exclusive home of the newest WHOPPER® Bar

MIAMI - Feb. 25, 2011 - BURGER KING® franchisee Genesh Inc., will open the newest WHOPPER® Bar location at the end of next month in the Kansas City Power & Light District - a premier dining, entertainment and shopping district in the heart of downtown Kansas City. The location will offer visitors the opportunity to experience HAVE IT YOUR WAY® at its best with the innovative, premium restaurant experience and customizable menu that only the unique WHOPPER® Bar concept can provide.

"We are tremendously excited to open the first WHOPPER® Bar in Kansas City within the K C Live Entertainment Area, which serves the venues of The Sprint Center, K C Repertory Theatre, The Midland Theater, The Music Hall, Bartle Hall, and the new world renown Kauffman Center for the Performing Arts," said Anthony Robinson, Chief Operating Officer of Genesh, Inc. "The WHOPPER® Bar provides us the opportunity to serve our guests the great tasting WHOPPER® sandwich and guests will have the opportunity to customize their WHOPPER® sandwich with a wide variety of delicious, unique toppings and sauces while enjoying a full selection of beverages, including ice cold Miller-Coors beer products."

"Opening a WHOPPER® Bar restaurant in Kansas City's popular Power & Light District is in line with Burger King Corp.'s development strategy: to target marquee locations that often serve as consumer destinations and premier dining and entertainment areas," said Steve Wiborg, president North America, Burger King Corp. "Congratulations to Genesh, Inc. We look forward to their success with the opening of this WHOPPER® Bar."

The WHOPPER® Bar boasts a specialized menu dedicated to delivering America's favorite burger in a highly personalized way. After customers select their sandwich, expert "WHOPPER®-istas" build burgers to order from a visible toppings theater that lets guests choose from an array of more than 30 favorites, such as A.1.® Thick & Hearty steak sauce, pepper bacon, guacamole and crispy onions.

The WHOPPER® Bar Kansas City menu will also include premium items, such as:

- The **ANGRY WHOPPER™ sandwich**, tops your favorite flame-broiled beef patty with crispy onions, spicy jalapeno's, pepper jack cheese, bacon and a tangy sauce;
- The **Bourbon WHOPPER® sandwich**, which is topped with onion rings and a bourbon-flavored sauce;
- The **California WHOPPER® sandwich**, is topped with guacamole, crispy bacon and Swiss cheese;
- The **Pepper Bacon Steakhouse XT™ burger** smothered with pepper bacon and melted cheddar cheese; and
- The **BK BLACK & BLEU STEAKHOUSE XT™ burger**, named for the bold taste of blue cheese and blackened Cajun sauce.

The WHOPPER® Bar Kansas City will be open seven days a week to satisfy the WHOPPER® sandwich cravings of workers, shoppers and entertainment seekers.

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 more than 12,200 locations serving over 11 million guests daily in 76 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

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Burger King

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