

## INVESTOR INFORMATION | Press Releases

# BURGER KING® GIVES GUESTS TWO GREAT-TASTING REASONS TO STRUT INTO THEIR NEAREST BK® RESTAURANT THIS WEEKEND

2-Piece Serving of Crispy Chicken Strips Available at Participating BK® Restaurants for \$1 This Weekend Only

**MIAMI - May 3, 2012** - BURGER KING® restaurants nationwide are spicing things up this weekend with an irresistible offer enticing guests to enjoy the new Crispy Chicken Strips. This Saturday, May 5th and Sunday, May 6th, participating BURGER KING® restaurants will offer 2-piece servings of Crispy Chicken Strips for just \$1. And of course guests can choose from a variety of dipping sauces to dunk their Crispy Chicken Strips into, including the bold new Roasted Jalapeño Barbeque or Kung Pao sauces. It's a deal that will have everyone doing the chicken dance into their local BURGER KING®!

"Given the tremendous success and popularity of the new Crispy Chicken Strips at BURGER KING® paired with our new and fun advertising, we want to reward our guests with even more reasons to come in and try them," said Alex Macedo, senior vice president, North America marketing, Burger King Corp. "We hope our fans will get adventurous with our bold new dipping sauces and give their taste buds a treat that will have them craving more!"

BURGER KING® Crispy Chicken Strips are made with white meat tenderloin chicken, marinated and lightly battered in seasoned home-style breading. The strips are delicious on their own, but are even more mouthwatering when paired with one of our classic or new dipping sauces. Typically served in three- or five-piece servings, the suggested retail price of Crispy Chicken Strips starts at just \$2.99 for the three-piece serving. The \$1 promotion will be available at participating BURGER KING® restaurants, while supplies last.

### 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 in more than 12,500 locations serving more than 11 million guests daily in 81 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 for decades. Burger King Corp. is privately-held by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation. For more information on 3G Capital, please go to <http://3g-capital.com>. To learn more about Burger King Corp., please visit the company's website at [www.bk.com](http://www.bk.com) or follow us on [Facebook](#) and [Twitter](#).

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