

INVESTOR INFORMATION | Press Releases

GYM, TAN AND...BURGERS? WHOPPER® BAR SOUTH BEACH MEETS JERSEY SHORE

MIAMI - June 9, 2010 - The South Beach scene is burning up and Burger King Corp. (NYSE: BKC) is kicking off summer with an exclusive meet-and-greet autograph session with one of the stars of MTV's hit television show *Jersey Shore*, Mike "The Situation" Sorrentino. Mike, and his infamous abs, will meet extreme *Jersey Shore* fans at the WHOPPER® Bar South Beach on June 10, 2010, from 4 - 6 p.m., while DJ Self Born will "beat the beat" and mix the hottest sounds of the Miami scene.

Fans wanting to come face-to-face with "The Situation" can drop by the WHOPPER® Bar located at 1101 Washington Ave. this week to pick up a meet-and-greet flyer. This flyer will also serve as the official autographed memento from the event.

"I can't wait to hang out at the WHOPPER® Bar and see my fans," Sorrentino said. "I mean, it's going to be burgers, beats and definitely a good time — now that's what I call a 'situation'."

WHOPPER® BAR

Capitalizing on America's Favorite Burger*, the WHOPPER® Bar is a new dining experience for the BURGER KING® brand. The restaurant has a crisp, modern, bar-like look and feel that utilizes the WHOPPER® sandwich's flame-broiled platform as inspiration, creating a hip, sophisticated atmosphere.

Guests may select from a WHOPPER® sandwich, DOUBLE WHOPPER® sandwich or Steakhouse XT™ — a casual dining quality burger that boasts an extra-thick patty — and then choose from 22 different WHOPPER® sandwich toppings "fit for a King." Guests looking for a little guidance can opt for "Bar Favorites," which include both new and familiar sandwiches, like the Bourbon WHOPPER® sandwich, Three-Cheese Steakhouse XT™ and the BLACK & BLEU STEAKHOUSE XT™ burgers.

* Based on a September 2009 nationwide preference survey of adults.

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 Web site at www.bk.com.

-30-

CONTACT:

Michelle Miguez Burger King Corporation 305-378-7277 mediainquiries@whopper.com

Last Update on June 09, 2010