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THE BK CROWNTM/MC PROGRAM CELEBRATES CHILDREN'S CREATIVITY WITH NEW DESIGN THE CROWN CONTEST

Imagination is King™ at BURGER KING® This Summer and One Lucky Winner's Custom Crown Will be Featured in BK® Restaurants Nationwide

MIAMI - June 11, 2012 - The BK CROWNTM/MC Program at BURGER KING® is letting creativity reign with its new *Design The Crown* contest! Beginning today, budding artists (ages 6-12) are invited to unleash their creativity and design their very own BURGER KING® Crown for a chance to win a family trip to a LEGOLAND® Park and be featured on BK CROWNTM/MC kids meal crowns nationwide.

"Imagination is King™ at BURGER KING® so we are looking to discover the next young design star to help inspire the look of the iconic BK® crown," said Alex Macedo, senior vice president, North American marketing, Burger King Corp. "The *Design The Crown* contest and our collaboration with LEGOLAND Parks is another great example of how our BK CROWNTM/MC Program is striving to unleash children's creativity and transforming a trip to BURGER KING® into a family-friendly experience."

In addition, LEGOLAND Parks and the other US Merlin Entertainments Attractions, LEGOLAND Discovery Centers, Madame Tussauds and SEA LIFE Aquariums, are granting families a free kids admission to any of the LEGOLAND family of theme parks across the U.S. when a kid wears the specially marked BK® Crown, with the purchase of a full paid adult ticket. This promotion is valid through Sunday, July 22nd.

Designed to inspire children's imaginations, the contest simply invites children, with their parent's permission, to visit BKCROWN.com to create and submit their custom crown for a chance to win. Mail-in entries for the contest will also be accepted. Entries will be accepted June 11th through September 3rd. Once the entry period is over, BK® will select one finalist from each state and Washington, D.C., and will feature all 51 custom crowns in an online photo gallery at BKCROWN.com. Finalist selections will be based on the creativity, originality and visual appeal. From those 51 finalists, BURGER KING® will narrow the field down once more to just four finalists, granting America the chance to choose the winning crown.

From October 1st through 12th, kids 12 and under can go to BKCROWN.com to vote for the crown they would like to see featured on the BK CROWNTM/MC kid's meal crown. The grand prize winner's family will receive round trip flight and hotel accommodations for four to their closest LEGOLAND Park, two days free admission for the family to LEGOLAND, the chance to meet a Master Model Builder and an exclusive tour of the LEGOLAND model shop, as well as Merlin Annual Passes for a family of four to all US Merlin Attractions for a whole year. And of course, beginning December 2012, the winner's design will be featured exclusively on BK CROWNTM/MC kid's meal crowns nationwide.

ABOUT THE BK CROWNTM/MC PROGRAM

The BK CROWNTM/MC Program has established a fund to help support charities involved in improving education and protecting the environment and wildlife. By visiting BKCrown.com, kids learn how Burger King Corporation's charitable partners make a difference. Upon entering BK CROWNTM/MC Codes and clicking on their favorite cause, each kid's vote helps BK® choose which charity to give back to, including Wildlife Conservation Society, National Parks Conservation Association, DonorsChoose.org, and the BURGER KING® McLamore Foundation.

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 12,500 locations serving over 11 million guests daily in 82 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. In October 2010, Burger King Corp. was purchased by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation, with a particular emphasis on maximizing the potential of brands and businesses. For more information on 3G Capital, please go to <http://www.3g-capital.com>. To learn more about Burger King Corp., please visit the company's website at www.bk.com or follow us on [Facebook](#) and [Twitter](#).

ABOUT MERLIN ENTERTAINMENTS

Merlin Entertainments is the leading name in location-based, family entertainment, and has seen the most successful and dynamic growth of any company in the sector over the last five years. Europe's Number 1 and the world's

second-largest visitor attraction operator, Merlin now operates 89 attractions, seven hotels/two holiday villages in 19 countries and across four continents. The company aims to deliver memorable and rewarding experiences to its 46 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 17,000 employees. Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, The EDF Energy London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures Resort, Blackpool Tower, Heide Park, Sydney Aquarium, WILD LIFE Sydney, Sydney Tower Eye and SKYWALK, Siam Ocean World and Busan Aquarium. All brands which are distinctive, challenging and innovative - and which have great potential for growth in the future. Visit www.merlinentertainments.biz for more information.

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