

INVESTOR INFORMATION | Press Releases

Burger King Corp. Teams with Firethorn Mobile for Mobile Payments Pilot

ATLANTA and MIAMI – June 13, 2012 — Leading mobile commerce enabler Firethorn Mobile, Inc., a wholly-owned subsidiary of [Qualcomm](#) Incorporated (NASDAQ: QCOM), and Burger King Corp., the world's second largest fast food hamburger restaurant chain, today announced the launch of the BK® Mobile Crown Card pilot program. The pilot will begin in June and take place in approximately 50 BURGER KING® restaurants in Salt Lake City, Utah and surrounding metropolitan areas.

The BK® Mobile Crown Card allows consumers to pay for their purchase by using an iOS- or Android-based phone to scan a QR tag placed on counters or drive up windows of participating BURGER KING® restaurants.

"We are pleased to collaborate with BURGER KING® on this new mobile initiative," said Rocco Fabiano, president for Firethorn Mobile. "Firethorn continues to be focused on mobile commerce and the creation of solutions that enable consumers to gain greater utility from their ever-present mobile devices. We are particularly excited about this new program because it frees BK® restaurant customers of the burden of carrying plastic. Perhaps more importantly, this solution works on any Android or iOS phone and does not require new hardware investments in order to bring this solution to restaurant guests."

"At Burger King Corp., we are focused on delivering an excellent restaurant experience for our guests, which includes optimizing our point of sale technology and providing quick and easy payment options," said Kelly Maddern, chief information officer, Burger King Corp. "The BK® Mobile Crown Card is the perfect fit for our technology and quality-conscious consumers who lead mobile lifestyles, and we are excited about putting this functionality into their hands, getting their feedback and building from there."

The BK® Mobile Crown Card application, which is aptly named BK®, is powered by Firethorn Mobile payments service and can be found in the App StoreSM and Google Play. The BK® Mobile Crown Card is a First Data Universal Commerce integrated application and leverages the payment processor's secure prepaid technology.

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 over 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. 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 or follow us on [Facebook](#) and [Twitter](#).

About Firethorn Mobile, Inc.

Firethorn Mobile, Inc., a wholly owned subsidiary of Qualcomm Incorporated (NASDAQ: QCOM), is an important participant in the mobile commerce ecosystem. With its mobile domain expertise, Firethorn Mobile is creating a new and innovative way for consumers to make purchases while on the go and without the need to carry cash or plastic. For more information about Firethorn Mobile, visit www.firethornmobile.com.

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