

# INVESTOR INFORMATION | Press Releases

## BK® RESTAURANT RE-OPENS IN HIGH POINT, N.C.

MIAMI - November 2, 2010 - Burger King Corp. today announced the opening of a new BURGER KING® restaurant located at 2757 South Main Street as part of the company's commitment to bring delicious, hot and fresh BURGER KING® menu items to High Point, N.C.

"We are proud to serve our guests in High Point and help create jobs in the community," said Dave Kadel, market manager, Burger King Corp. "We look forward to offering our favorite flame-fresh BK® products to our High Point guests for many years to come."

The first 100 guests will be treated to a free WHOPPER® sandwich; starting at noon on Saturday, November 6th. Guests can also celebrate the grand re-opening with food, fun and giveaways while supplies last, and register for the chance to win a Dr Pepper® mountain bike.\*\* Local radio station WSMW-FM will also broadcast live from noon to 2 p.m. at the restaurant.

The High Point restaurant is currently hiring and potential candidates can apply online at [www.bkcareers.com](http://www.bkcareers.com).

### The King's New Digs

The new BK® restaurant at 2757 South Main Street features the company's bold 20/20 restaurant design of the future. At the entrance to BURGER KING® location, guests will see signage declaring that they have entered the HOME OF THE WHOPPER® and, on the inside of the restaurant, the HAVE IT YOUR WAY® brand promise comes to life with distinctive graphics and a variety of self-seating options for guests.

The King's new home on South Main Street features an updated exterior and interior design, keeping with Burger King Corp.'s commitment to providing its guests with an excellent dining experience that rivals casual dining.

### Hot Off the Grill

The new restaurant in High Point features a menu of popular guest favorites, such as the new indulgent Steakhouse XT™ and, soft serve and, of course, the WHOPPER® sandwich, the BURGER KING® brand's signature menu item and America's Favorite Burger for more than 50 years\*.

The BURGER KING® restaurant menus also offer an array of BK® Kids Meal offerings. Parents can choose an entrée, side dish and beverage such as HERSHEY'S® fat free milk, KRAFT® Macaroni & Cheese and BK® Fresh Apple Fries — fresh-cut, skinless apples sliced to resemble real French fries.

### ABOUT BURGER KING CORPORATION

The BURGER KING® system operates more than 12,150 restaurants in all 50 states and in 76 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 2010, Fortune magazine ranked Burger King Corp. (BKC) among America's 1,000 largest corporations. 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 website at [www.bk.com](http://www.bk.com).

\* Based on preference.

\*\* No purchase necessary. See contest rules at restaurant.

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