

INVESTOR INFORMATION | Press Releases

Burger King Corp. Adds Buck Double Sandwich to BK(R) Value Menu Line-up

Earn New Buck Double Sandwich or Other BK(R) Value Menu Items at 1DollarTalentShow.com

MIAMI, Apr 22, 2010 (BUSINESS WIRE) –Burger King Corporation (NYSE:BKC) expands its BK(R) Value Menu offerings with the nationwide launch of the new Buck Double sandwich, featuring two flame-broiled burger patties, a slice of American cheese, crunchy pickles, ketchup and mustard on a sesame seed bun - all for just a "BUCK." The sandwich boasts more beef than McDonald's(R) McDouble and is now available on the BK(R) Value Menu.

"The Buck Double sandwich further strengthens our value menu offerings and reinforces our brand's commitment to provide our restaurant guests with new, great-tasting flame-fresh products at an affordable price," said Mike Kappitt, chief marketing officer, North America, Burger King Corp.

The Buck Double sandwich joins other BK(R) Value Menu items including the WHOPPER JR.(R) sandwich and Spicy CHICK'N CRISP(R) sandwich for only \$1*.

America Showcases Talents on 1DollarTalentShow.com to Win BK(R) Value Menu Items

Burger King Corp.'s \$1 Talent Show is giving guests another way to get their hands on the new Buck Double sandwich and other popular BK(R) Value Menu items. At 1dollartalentshow.com, a new Web site produced in conjunction with online comedy network Atom.com, consumers can share their talent, view others' special skills, and vote on those they deem dollar-worthy. Talent show participants can identify the \$1 item from the BK(R) Value Menu that they would like to win, including the Buck Double, and then have fun showing off their talent - from a favorite dance move to an impressive back flip - by uploading a 30-second video.

Visitors to the Web site can vote for their favorite videos by awarding virtual, one-cent "tips." Once a video receives 100 tips, which equals \$1, the talented participant will receive a \$1 online gift card for the BK(R) Value Menu item he or she chose to win by submitting their video.

"The \$1 Talent Show is the ultimate win/win - 30 seconds of fame, and for the most dollar-worthy talents, a BK(R) Value Menu item on us," Kappitt said.

*Price and participation may vary. Not available in AK and HI.

ABOUT BURGER KING CORPORATION

The BURGER KING(R) system operates more than 12,000 restaurants in all 50 states and in 73 countries and U.S. territories worldwide. Approximately 90 percent of BURGER KING(R) 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.

SOURCE: Burger King Corporation

Burger King Corporation
Lauren Kuzniar, 305-378-7939

lkuzniar@whopper.com

or

Edelman

Lauren Ross, 312-233-1378

lauren.ross@edelman.com

Last Update on April 22, 2010