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Burger King Corp. and Seattle's Best Coffee Team up to Offer Freshly-Brewed Premium Coffee in BURGER KING(R) Restaurants Nationwide

Relationship Leverages Breadth of BURGER KING(R) System to Bring Great Coffee to Everyone

MIAMI & SEATTLE, Feb 16, 2010 (BUSINESS WIRE) -- Burger King Corp. (NYSE:BKC) and Seattle's Best Coffee(R) today announced they have signed an agreement to offer Seattle's Best Coffee(R) in approximately 7,250 BURGER KING(R) restaurants across the United States by September 2010. Offering freshly-brewed premium coffee made from 100-percent arabica beans is part of Burger King Corp.'s commitment to enhancing the brand's beverage platform and breakfast menu.

In keeping with the BURGER KING(R) brand's HAVE IT YOUR WAY(R) philosophy, restaurant guests can enjoy a great-tasting, freshly-brewed cup of Seattle's Best Blend(R) coffee, hot or iced, with optional vanilla or mocha flavor and whipped topping, at a suggested retail price of \$1 to \$2.79.

"With more than 40 years of heritage in premium coffee, Seattle's Best Coffee(R) brings a high-quality, great tasting cup of coffee to BURGER KING(R) restaurant guests in the U.S.," said John Schaufelberger, senior vice president, global product marketing and innovation, Burger King Corp. "The addition of Seattle's Best Coffee(R) expands on our HAVE IT YOUR WAY(R) brand promise by offering our guests even more beverage options and strengthens our ability to remain competitive in a continuously changing industry."

"We believe everyone should be able to get a great cup of coffee," said Michelle Gass, president, Seattle's Best Coffee, LLC. "We are thrilled to be partnering with Burger King Corp. to complement their breakfast program. Together, we are making premium coffee far more accessible than it has ever been."

Seattle's Best Coffee(R) first started roasting coffee back in 1970, and today is one of the most recognized specialty coffee brands in the United States. The Uncommonly Smooth(TM) taste profile of Seattle's Best(R) comes from years of experience in sourcing and roasting the highest-quality beans, creating truly satisfying and delicious blends.

Seattle's Best Coffee(R) will replace Burger King Corp.'s current BK JOE(R) coffee program.

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.

ABOUT SEATTLE'S BEST COFFEE

Founded in 1970, Seattle's Best Coffee, LLC has more than 550 specialty coffee cafes and kiosks in the U.S. and Canada including an expanding franchising program. Its packaged coffee is available in supermarkets across the U.S. and Canada and its recently introduced ready-to drink iced lattes are available in the Western U.S. Seattle's Best Coffee is also brewed at more than 15,000 locations, such as college campuses, restaurants, hotels, airlines and cruise lines. Seattle's Best Coffee's smooth roasting delivers a rich and balanced *Uncommonly Smooth*(TM) taste. Seattle's Best Coffee is a featured brand within Starbucks Corporation (NASDAQ:SBUX). For more information, please visit Seattle's Best Coffee online at www.seattlesbest.com.

SOURCE: Burger King Corp.

Burger King Corp., Miami

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