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ENJOY A WHOPPER® VALUE MEAL AND PLAY FOR A CHANCE TO WIN KINECT™ FOR XBOX 360®

MIAMI - Nov. 1, 2010 - WHOPPER® lovers don't have to camp out to get a chance at scoring the new Kinect™ for Xbox 360®, the cutting-edge, controller-free gaming and entertainment system from Microsoft. Every 15 minutes for the next 28 days, guests who purchase a WHOPPER® Value Meal, at participating BURGER KING® restaurants, can play to nab a shot at winning a Kinect for Xbox 360 Prize Pack. The Prize Pack includes an Xbox 360 4GB console, Kinect sensor and two games - Kinect™ ADVENTURES and Kinect™ SPORTS. Playing for a chance to win is easy: guests can text the game code found on their WHOPPER® sandwich wrapper, any Medium or Large cold cup and Large FRYPOD® container or simply enter it online at www.bkkinect.com.

"We believe Kinect is going to be one of the hottest gifts this holiday season, and for the cost of a WHOPPER® Value Meal, our guests will have a shot at getting their hands on it," said Mike Kappitt, chief marketing officer, North America, Burger King Corp. "With a winner every 15 minutes throughout the month of November, there's no better way to kick start your holiday shopping than with a Prize Pack and the fresh and juicy WHOPPER® sandwich."

JUMP IN AND HAVE SOME FAMILY FUN

BKC is providing fun for the whole family with a set of six premiums, which also have extended play in "Kinectimals," the new Kinect game that invites children, their parents and animal lovers of all ages to build lasting friendships with some of the world's most exotic creatures. Just like real pets, "Kinectimals" cubs come running when they hear the player's voice, respond to commands such as "jump," "roll over" and "play dead," and purr with joy when scratched behind the ears. One of six different "Kinectimals" toys with a special Microsoft Tag comes with the purchase of a BK® Kids Meal. Players can scan the tag with the Kinect sensor and watch a new collectable toy instantly appear in the game, giving their "Kinectimals" cubs something new to play with. Xbox 360, Kinect sensor and "Kinectimals" game are sold separately in stores.

BKC's beloved WHOPPER® Family is also getting in on the Kinect for Xbox 360 action. A series of television commercials will begin airing today and showcase WHOPPER® Dad and WHOPPER JR.® in some friendly competition. One advertising spot features WHOPPER® Dad crashing his son's Kinect for Xbox 360 game, while another has the two bonding over their favorite Kinect game.

A CROSS-COUNTRY KINECT EXPERIENCE

Guests looking to take the controller-free technology for a test drive need only drop by their local BURGER KING® restaurant. Select locations across the country will have Kinect for Xbox 360 in-restaurant kiosks, allowing guests to enjoy their food and play Kinect all in one visit.

The Kinect Experience mobile tour will also set up shop outside select BURGER KING® restaurants in Boston, Orlando and Miami, letting customers check out the new technology first-hand, hone their skills, and challenge friends. After experiencing the fun of controller-free games and entertainment, they can also share photos and videos of their experience with family and friends on social networks, such as Facebook, and at www.kinect.me. Gaming enthusiasts can access the tour schedule at BKC's Facebook page, www.facebook.com/burgerking.

The King is also hitting the road, embarking on his first royal cross-country trek. During the 28-day "King of the Road" tour, the King will be surprising do-gooders, die-hard fans and unsuspecting BURGER KING® guests by spontaneously awarding Kinect Prize Packs. Fans can follow the King's journey via the King's first Twitter account, @TheBurgerKing, and can decipher photo and video clues to track his whereabouts, ultimately seeking out his next destination for a chance to win the sought-after prize.

HOW KINECT WORKS

Hitting shelves Nov. 4, the highly anticipated Kinect for Xbox 360 brings games and entertainment to life in extraordinary new ways, no controller required. Simply step in front of the sensor and Kinect recognizes you and responds to your gestures. See a ball? Kick it. Say "Xbox play," and your movie starts in instant-on HD in 1080p. Want to join in on the fun, simply jump in. With Kinect for Xbox 360, technology evaporates, removing the last barrier between you and the entertainment you love.

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 and 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 website at www.bk.com.

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