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BURGER KING CORP. NAMES MIKE KAPPITT AS NEW CHIEF MARKETING OFFICER, NORTH AMERICA

MIAMI - April 16, 2010 - Burger King Corp. (NYSE:BKC) today announced the appointment of Mike Kappitt to the newly created role of Chief Marketing Officer, North America, based in the company's global headquarters in Miami, Fla. In this senior leadership position, Kappitt will oversee the development, implementation and communication of the BURGER KING® brand's marketing and advertising strategies as well as the field marketing organization in North America.

"I've worked closely with Mike during his career at Burger King Corp. and know that he is an exceptional marketing executive with the necessary experience, creative leadership, energy and commitment to further strengthen our brand," said John W. Chidsey, chairman and CEO, Burger King Corp. "He possesses a wealth of industry knowledge, has a proven track record with the brand and has formed strong working relationships with our franchisees, which are all instrumental attributes for this pivotal new role."

"I am excited about this new opportunity, which will allow me to leverage my depth of knowledge and experience with the BURGER KING® brand in new ways," Mike Kappitt said. "I am fortunate to work with a talented and experienced marketing team and am confident that we can continue to deliver relevant and compelling marketing initiatives that will further strengthen consumer awareness and loyalty to the BURGER KING® brand in North America."

Kappitt's tenure with BKC spans the last seven years, most recently serving as senior vice president, global business intelligence and strategy. In that capacity, he led the consumer insights function and served as the key internal consumer advocate driving consumer experience through research, analytics and insights that lead to the development of new products, promotions, advertising and strategic platforms targeting the brand's core consumer.

Prior to his role as senior vice president, Kappitt held several leadership positions within Burger King Corp., including vice president, consumer insights and performance analysis, as well as director level positions leading national promotions and marketing and sales for all company-owned restaurants in the U.S.

Kappitt graduated from Florida International University with a bachelor's degree in accounting.

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.

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