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BONE-IN BK™ FIRE-GRILLED RIBS ARE SUMMER'S HOTTEST SENSATION WITH MORE THAN 10 MILLION SOLD

MIAMI - June 7, 2010 -The BURGER KING® broilers have been ablaze with orders of smokey, slow-cooked BK™ Fire-Grilled Ribs since their debut on May 17. Today, Burger King Corp. (NYSE: BKC) announced that more than 10 million ribs have been sold, making this mouthwatering menu offering a runaway summer hit.

"We are proud to be the first national fast food hamburger restaurant to serve bone-in ribs and are pleased that they've been a big hit with our guests," said John Schaufelberger, senior vice president, global product marketing and innovation, Burger King Corp. "Their popularity proves that guests are hungry for authentic ribs at a competitive price point."

This sizzling new menu item is served with a side of barbecue dipping sauce and is available in three serving sizes, including as a three-piece add-on to a BK® Value Meal for \$1.99. BK™ Fire-Grilled Ribs are also available for value-conscious customers in three- and six-piece serving sizes at a suggested retail price of \$2.99 and \$5.69 respectively. Alternatively, for those in the mood for a more indulgent serving, an eight-piece order is also available for a suggested retail price of \$7.19.

Guests will need to hurry - these authentic, fall-off-the-bone pork ribs will be available at BURGER KING® restaurants nationwide for a limited time only.

ABOUT BURGER KING CORPORATION

The BURGER KING® system operates more than 12,100 restaurants in all 50 states and in 74 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 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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