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BURGER KING® Restaurants Bring Families Together with Wii U Promotion

Partnership with Nintendo Offers Kids and Parents Opportunities to Win a Wii U System

MIAMI--(BUSINESS WIRE)--Oct. 22, 2012-- BURGER KING® restaurants are giving guests the chance to own a Wii U™ system, the exciting new gaming and entertainment system from Nintendo that launches on Nov. 18. Beginning today, BURGER KING® guests can visit participating restaurants or BK.com/WiiU to learn more about how to enter for a chance to win. As part of the BURGER KING® Wii U Instant Win Game*, BK® guests can go online to play a game, which will utilize information found on their guest receipt. No purchase is necessary, see BK.com/WiiU for details.

There's also a contest just for young guests who enjoy a challenge. Kids ages 12 and younger can log onto BKCrown.com and play fun games for the opportunity to win one of 10 Wii U systems and other fun Nintendo-themed prizes. At approximately 7,400 participating BURGER KING® restaurant locations in the U.S., guests will receive a Nintendo-themed toy with the purchase of a Kids Meal during the promotional period. Toys will include Nintendo favorites such as Mario™ and Luigi™ figurines, as well as toys inspired by the Wii U console and the Wii U GamePad controller. Additionally, children will be able to get limited-edition Mario and Luigi Wii U-themed BK® Crowns and Kids Meal boxes at participating restaurants, as well as a fun-filled *New Super Mario Bros.™ U* Activity Booklet. All toys and promotional items are available while supplies last.

"Like BURGER KING®, the Wii U console provides families with the occasion to get together to enjoy each other and interact in a fun and memorable way," said Flavia Faugeres, executive vice president and global chief marketing officer, Burger King Worldwide. (NYSE: BKW). "We've enjoyed a great relationship with Nintendo and are excited to offer our guests a chance to be one of the first to own this highly-anticipated gaming system."

"Wii U and the integrated Game Pad controller create new and unique ways to play games, enjoy video entertainment and connect with family and friends," said Scott Moffitt, Nintendo of America's executive vice president of Sales & Marketing. "By partnering with the BURGER KING® brand, we aim to bring the fun of the Wii U experience to the thousands of families who visit their restaurants."

*The BURGER KING® Nintendo Wii U Instant Win Game is only open to legal residents of the 50 United States and D.C., who are 13 years of age or older. No purchase is necessary to play the Game. To find out more on how you can play today or for a copy of the official rules, please visit BK.com/WiiU. For more information about Wii U, visit www.nintendo.com/wiiu.

ABOUT BURGER KING WORLDWIDE

Founded in 1954, BURGER KING® (NYSE: BKW) is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates in over 12,600 locations serving over 11 million guests daily in 86 countries and territories worldwide. Approximately 94 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. To learn more about Burger King Worldwide, please visit the company's website at www.bk.com or follow us on [Facebook](https://www.facebook.com/BurgerKing) and [Twitter](https://twitter.com/BurgerKing).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50448186&lang=en>

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Coyne PR
Kristen Hauser, 305-378-7457
khauser@coynepr.com
or
BKW Communications, 305-378-7277

mediainquiries@whopper.com

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