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SUMMER WILL SIZZLE WITH NEW BONE-IN BK™ FIRE-GRILLED RIBS

MIAMI - May 21, 2010- Burger King Corporation (NYSE: BKC) is firing up guests as the first national fast food hamburger restaurant to dish up authentic, juicy, bone-in pork ribs. The new smokey, slow-cooked BK™ Fire-Grilled Ribs — served with a barbecue dipping sauce and in three serving sizes — make an ideal snack, add-on item or a more indulgent meal. The BK™ Fire-Grilled Ribs are available at participating restaurants for a limited time only.

"Fall-off-the-bone ribs and summer go hand-in-hand, and now we are excited to be the first national fast food hamburger restaurant to offer our guests an authentic bone-in rib menu offering," said John Schaufelberger, senior vice president, global product marketing and innovation, Burger King Corp. "Our guests' initial reaction to this product has exceeded our expectations, further validating the BURGER KING® system's investment in our new game-changing broiler. Because of this proprietary cooking technology, we've been able to up the ante in our product development across the board, and BK™ Fire-Grilled Ribs are just the beginning of the innovative product line we can offer with this new cooking platform."

Guests at participating restaurants can try the ribs by adding on a three-piece serving to a BK® Value Meal for a suggested retail price of an additional \$1.99. BK™ Fire-Grilled Ribs are also available for value-conscious customers in three- and six-piece serving sizes designed for snacking or as an add-on item. They are available for 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.

Marketing support for the BK™ Fire-Grilled Ribs includes in-restaurant merchandising and national TV advertising. Playing off the old adage, "when pigs fly," the 30-second television commercial shows a "pig" with wings convincing a skeptical guest that BURGER KING® restaurants are now home to deliciously authentic ribs.

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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