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The 2010 BK(R) NEXT BEST MOVE(SM) National Tour Hits Baton Rouge on February 23

Mobile tour searches for local 'Game Changers' on the court and in the community

MIAMI, Feb 10, 2010 /PRNewswire via COMTEX/ -- Burger King Corp. (NYSE: BKC) brings its first-ever BK(R) NEXT BEST MOVE(SM) national mobile tour to the Baton Rouge area on February 23, 2010, to find "game-changers" both on the basketball court and in the community. Local ballers can show off their best moves for a chance to compete for \$10,000 and to be featured in a basketball lifestyle magazine and Web site. Individuals can also submit a video of their moves on www.thenextbestmove.com.

"NEXT BEST MOVE(SM) is the biggest tour in the history of the BURGER KING(R) brand," said Brian Gies, vice president, marketing impact, Burger King Corp. "With this tour, we're providing consumers with broad-based access to what's happening not just on the court, but also in urban communities across the U.S. We also recognize the importance of giving back, and we will showcase 'game-changing' community service initiatives in each city we visit on the NEXT BEST MOVE(SM) Web site (<http://www.thenextbestmove.com/>). Visitors to the site will have the chance to get a new, fresh perspective on a variety of charitable community efforts that they can adapt and implement in their hometowns."

Baton Rouge residents can vote for their favorite moves on the Web site and one semi-finalist in each market will go on to compete against top-ranked players across the U.S. for the top \$10,000 prize. Participants must be 18 or older to compete.

Headlined by reality TV star Syrus Yarborough, The NEXT BEST MOVE(SM) Crew will also be searching for great moves *off* the court. Visitors to <http://www.thenextbestmove.com/> can share how they are "changing the game" through community service and encouraging others to do the same.

City residents should be on the lookout as The Crew will also visit lifestyle destinations, such as local attractions, clothing stores and community centers to identify local trends and discover what's "hot" in the Baton Rouge area. Results will be featured on a special culture section on <http://www.thenextbestmove.com/>.

For more information on the BK(R) NEXT BEST MOVE(SM) tour, including eligibility requirements and Official Rules, or to vote for Baton Rouge's Next Best Mover, visit <http://www.thenextbestmove.com/>.

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