

INVESTOR INFORMATION | Press Releases

BURGER KING® to Offer Signature Cinnabon® Item at Participating BK® Restaurants

Minibon® Roll Will Be Available in BK® Locations Nationwide By September

Atlanta (April 24, 2012) - Cinnabon, Inc. and Burger King Corp. today announced that Minibon® rolls will be served at more than 7,000 BURGER KING® restaurants throughout the United States. The Minibon® roll is currently being served in several markets, including Charlotte, Chicago, Miami, New Jersey and New York, and will expand regionally over the summer. The national rollout will be complete by September.

Served in Cinnabon® bakeries since 1987, the Minibon® roll is a smaller version of the Cinnabon® classic roll, featuring the same Makara® cinnamon and signature cream cheese frosting that is served in Cinnabon® bakeries today.

"Our growth strategy over the next several years is aggressive and includes growth in franchising as well as licensing in other channels," said Kat Cole, president of Cinnabon. "Our guests throughout the U.S. want to be able to treat themselves to our products, and serving our products in BURGER KING® restaurants helps us serve those fans. We're excited to have the opportunity to celebrate the Minibon® roll's 25th birthday by expanding its availability across the country."

"At BURGER KING® we are constantly enhancing our menu to provide more great-tasting options for our guests and we are thrilled to offer Cinnabon® Minibon® rolls to our restaurant guests," said Alex Macedo, senior vice president, North America marketing, Burger King Corp. "From a tasty breakfast treat to an afternoon snack, the Minibon® roll is a best-in-class product that fits in well with our newly expanded menu and will provide our guests with yet another reason to come in to their local BURGER KING® restaurant."

The suggested retail value of the Minibon® roll is \$1.79-\$1.99.

About Burger King Corporation

Founded in 1954, BURGER KING® is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates in more than 12,500 locations serving more than 11 million guests daily in 81 countries and 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. Burger King Corp. is privately-held by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation. For more information on 3G Capital, please go to <http://3g-capital.com>. To learn more about Burger King Corp., please visit the company's website at www.bk.com or follow us on [Facebook](#) and [Twitter](#).

About Cinnabon, Inc.

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon, Inc. is the market leader among cinnamon roll bakeries. The company serves fresh, aromatic, oven-hot cinnamon rolls, as well as a variety of other baked goods and specialty beverages. Cinnabon currently operates more than 800 franchised locations worldwide, primarily in high traffic venues such as shopping malls, airports, train stations, travel plazas, entertainment centers, academic institutions and military establishments. Cinnabon is also a multi-channel licensor, partnering with other companies to provide brand licensed products at foodservice and retail venues. Visit www.cinnabon.com for more information, follow us on Twitter [@CinnabonInc](#) or become a Facebook fan at <http://www.facebook.com/Cinnabon>.

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