

INVESTOR INFORMATION | Press Releases

BURGER KING CORP. REFRESHES ITS MARKETING DIRECTION AND UNVEILS FIRST ADS PRODUCED BY NEW AGENCY MCGARRYBOWEN

The New California WHOPPER® Sandwich and its Toppings Play the Starring Role as the Company Introduces its New "Food-Centric" Marketing Approach Showcasing Great-Tasting, High-Quality Ingredients

MIAMI - August 19, 2011 - Burger King Corp. is unwrapping its new advertising campaign and refreshed marketing image, created to appeal to a broader audience, with the first in a series of advertisements produced by its new agency mcgarrybowen. The spot features the latest BURGER KING® menu item - the California WHOPPER® sandwich.

Available for a limited time only at participating BURGER KING® restaurants nationwide, the California-fresh sandwich packs a tidal wave of flavor with creamy guacamole, melted Swiss cheese and crispy bacon, joined together with the WHOPPER® sandwich's quality ingredients, including fresh lettuce, tomatoes, onions and a quarter-pound of fire-grilled beef. This West Coast-inspired sandwich can be enjoyed in the form of a WHOPPER® or WHOPPER JR.® sandwich for a suggested retail price of \$4.49 and \$2.19, respectively.

"Our consumers tell us they love our great-tasting, high-quality food, and that's exactly what we're featuring in our new marketing and advertising," said Alex Macedo, senior vice president, North America marketing, Burger King Corp. "The combination of our flavorful food with mcgarrybowen's innovative thinking launches a strong, creative partnership that positions the BURGER KING® brand for future growth," added Macedo.

National TV advertising begins Saturday, August 20 and highlights the refreshing quality of the California WHOPPER® sandwich by taking an up-close and personal look at each of its ingredients. In the spot, viewers are treated to the heightened flavor combinations of fresh avocados, ripe tomatoes, and cool, crispy lettuce offset by hot, fire-grilled beef, making this sandwich the perfect way for guests to enjoy this limited-time offer.

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 more than 12,300 locations serving over 11 million guests daily in 78 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. In October 2010, Burger King Corp. was purchased by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation, with a particular emphasis on maximizing the potential of brands and businesses. For more information on 3G Capital, please go to <http://www.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](#).

CONTACT:

Miguel Piedra, Vice President, Global Communications, Burger King Corp.
305/378-7277 mediainquiries@whopper.com
Megan Downey, Edelman
312/240-3176 megan.downey@edelman.com

Last Update on August 22, 2011