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ALL NEW CHICKEN TENDERS HIT BURGER KING® MENUS NATIONWIDE

Burger King Corp. to Give Away More Than 270 Million Chicken Tenders

MIAMI - March 28, 2011 - Today, Burger King Corp. (BKC) announced the rollout of the all new Chicken Tenders to restaurants nationwide. The new tenders are the perfect meal option for adults and kids alike with a crispy and flavorful outside, tender and juicy inside, and an all new seasoning and shape. And now, Burger King Corp. is giving families across the country the chance to try these new tenders. The restaurant chain will be giving away 272 million Chicken Tenders through a mailed coupon for a free four-piece serving, no purchase necessary, which hit mailboxes nationwide the week of March 28.

"Our all new Chicken Tenders demonstrate our continued commitment to offering our guests quality, great tasting food," said Steve Wiborg, president, North America, Burger King Corp. "Today, we're proud to announce a new, better tasting tender that we're sure will satisfy any appetite. That's why we're giving away millions of tenders for Americans to try for free."

A four-piece Chicken Tenders serving will join other tasty favorites on the BK® Value Menu for just \$1. Eight and 20-piece Chicken Tenders are available for a suggested retail price of \$1.99 and \$4.99 at participating restaurants. In true HAVE IT YOUR WAY® fashion, tender fans can choose from six different dipping sauces - buffalo, barbecue, zesty, sweet and sour, honey mustard or ranch - to create their ideal combination.

Marketing support will include national TV advertising spots which begin airing today that highlight the Chicken Tenders as this year's tastiest BK® handheld, making life easier with its portable size and shape, customizable features through six sauce options, and ability to help families connect by making meal time enjoyable and simple. Separate kids advertising will feature the Chicken Tenders making their stage debut with the help of E.B., Easter Bunny, the lead rocker in Universal's new animated movie, *HOP*. The commercial puts the spotlight on the new recipe with a larger-than-life concert experience, elevating the Chicken Tenders to rock star status.

Guests can also connect with the "Tender 8" BK® Facebook application that puts the new Chicken Tenders in the hands of consumers. The application lets members of the social networking site choose eight Facebook friends to be part of their "Tender 8" network. Those who select their "Tender 8" will receive a coupon for an eight-piece Chicken Tenders, with the purchase of an eight-piece Chicken Tenders Value Meal. The chosen friends are then notified and encouraged to hand pick their "Tender 8" network to receive a coupon of their own. The "Tender 8" network also allows participants to virtually dunk their friends in one of six dipping sauces. In addition, while visiting the BK® Facebook page, friends are encouraged to declare one of the available dipping sauces as their favorite.

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 12,200 locations serving over 11 million guests daily in 76 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://3g-capital.com/>. To learn more about Burger King Corp., please visit the company's website at <http://www.bk.com> or follow us on [Facebook](#) and [Twitter](#).

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