

## INVESTOR INFORMATION | Press Releases

# BURGER KING CORP. LETS GUESTS IN BOSTON TEST-DRIVE NEW KINECT™ FOR XBOX 360®

**MIAMI - Nov. 4, 2010** - This November, Burger King Corp. (BKC) is bringing guests the unique chance to test-drive the new Kinect™ for Xbox 360®, the cutting-edge, controller-free gaming and entertainment system from Microsoft.

From Nov. 6 to Nov.7, the Kinect Experience mobile tour will set up shop outside the BURGER KING® restaurant located at 61 Broadway in Malden, MA, letting customers check out the new technology first-hand, hone their skills and challenge friends. After playing Kinect games and controlling music and videos with a wave of the hand, they can also share photos and videos of their experience with family and friends on social networks, such as Facebook, and at [www.kinect.me](http://www.kinect.me).

"People are excited for Kinect for Xbox 360 and we're thrilled to bring such a fun and unique experience to Boston, so the community can check out the latest gaming technology," said Dan Smith, director of company operations, Burger King Corporation.

The Kinect Experience is part of a large-scale BURGER KING® promotion featuring Kinect for Xbox 360. Every 15 minutes during November, guests who purchase a WHOPPER® Value Meal at participating BURGER KING® restaurants, nab a shot at winning an exclusive Kinect for Xbox 360 prize pack. The prize pack includes an Xbox 360 4GB console, Kinect sensor and two games - Kinect™ ADVENTURES and Kinect™ SPORTS. Playing for a chance to win is easy: guests can text the coupon code found on their WHOPPER® sandwich wrapper, any Medium or Large cold cup and Large FRYPOD® or simply enter it online at [www.bkkinect.com](http://www.bkkinect.com).

For more information on the Kinect Experience tour schedule, guests can visit Burger King Corp.'s Facebook page, [www.facebook.com/burgerking](http://www.facebook.com/burgerking).

### HOW KINECT WORKS

The highly anticipated Kinect for Xbox 360 brings games and entertainment to life in extraordinary new ways, no controller required. Simply step in front of the sensor and Kinect recognizes you and responds to your gestures. See a ball? Kick it. Say "Xbox play," and your movie starts in instant-on HD in 1080p. Want to join in on the fun, simply jump in. With Kinect for Xbox 360, technology evaporates, removing the last barrier between you and the entertainment you love.

### ABOUT BURGER KING CORPORATION

The BURGER KING® system operates more than 12,150 restaurants in all 50 states and in 76 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 2010, Fortune magazine ranked Burger King Corp. (BKC) among America's 1,000 largest corporations and 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 website at [www.bk.com](http://www.bk.com).

-30-

### CONTACT:

Michelle Miguelez Burger King Corp. 305-378-7277 [mediainquiries@whopper.com](mailto:mediainquiries@whopper.com)

Last Update on November 04, 2010

