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HAVE IT YOUR WAY® Foundation Raises Funds to Support Scholarships

MIAMI - Oct. 1, 2010 - The HAVE IT YOUR WAY® Foundation, the charitable arm of the BURGER KING® brand, announced the launch of its annual Fall Fundraiser in support of the BURGER KING® Scholars Program. Beginning Oct. 1, guests who donate \$1 at participating BK® restaurants in the U.S. will receive a booklet containing seven free BK® Value Menu-sized fry coupons and one coupon for a small soft drink. The Fall Fundraiser, running through Oct. 31, is the largest in-restaurant promotion hosted by the HAVE IT YOUR WAY® Foundation. All proceeds benefit the BURGER KING® Scholars Program.

"The BURGER KING® Scholars Program is an opportunity for Burger King Corp. (BKC), our franchisees, vendors and guests to help students finance a higher education. Over the last 10 years, the program has helped more than 13,000 students alleviate some of the financial burden of the rising cost of higher education," said Ivette Diaz, executive director, HAVE IT YOUR WAY® Foundation.

The BURGER KING® system has long-supported education in the communities which it serves and, since its inception in 2000, the BURGER KING® Scholars Program has granted more than \$14 million in scholarships to students in communities across the U.S., Canada and Puerto Rico.

In celebration of the BURGER KING® Scholars Program's 10th anniversary this year, the program has been enhanced with expanded scholarship opportunities. In addition to \$1,000 awards, the program's scholarship structure will also include new \$5,000 regional scholarships, as well as one annual \$25,000 King Scholar award. In addition, students will also have more ways to use scholarship funds, such as for two- or four-year college degrees, as well as for accredited technical and vocational programs.

"Our revamped BURGER KING® Scholars Program allows for more opportunities, for more students, in more ways than ever before. We are very proud to have expanded one of the Foundation's premier programs and we are very grateful to our generous supporters and donors who make it possible for us to continue to support education," Diaz said.

Current high school seniors and BURGER KING® employees in the U.S., Canada and Puerto Rico may obtain more information on the BURGER KING® Scholars Program by logging on to www.haveyourwayfoundation.org or by calling 305-378-3186. The 2011 scholarship recipients will be announced in May 2011.

About Have It Your Way Foundation, Inc.

The HAVE IT YOUR WAY® Foundation is a 501(C) (3) not-for-profit public charity, whose mission is to make a positive impact in our communities by building brighter futures through the BURGER KING® Scholars Program and providing hardship assistance to the BK® Family. The HAVE IT YOUR WAY® Foundation is an integral part of Burger King Corp.'s

BK Positive Steps® corporate responsibility program. To learn more about the

HAVE IT YOUR WAY® Foundation, visit www.haveyourwayfoundation.org or call (305) 378-3186.

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.

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