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BURGER KING® RESTAURANTS IN OMAHA REACH MILESTONE \$1 MILLION RAISED FOR PEDIATRIC CANCER RESEARCH

MIAMI - Sept. 30, 2010 - More than 50 BURGER KING® restaurants in Omaha, Neb., raised more than \$157,000 for the seventh annual BK® Help Beat Cancer for KidsSM, benefiting the University of Nebraska Medical Center's (UNMC) Eppley Cancer Center. The in-restaurant fundraiser marks a milestone \$1 million raised since the program's inception in 2004.

"BK® Help Beat Cancer for KidsSM is driven by the hard work and support of BURGER KING® restaurant managers and employees, and through the generosity of our guests," said Chad Crawford, senior manager, field marketing for Burger King Corp. "We are proud to have raised \$1 million for pediatric cancer research, which will benefit children and their families that live right in our own community."

Michael Simmonds, founder of BK® Help Beat Cancer for KidsSM, also made a personal donation toward this year's fundraiser.

"BK® Help Beat Cancer for KidsSM is a cause very close to my heart," Simmonds said. "I am proud of the support of the BURGER KING® family and guests in the Omaha community to help us reach this incredible milestone and have no doubt the program will continue to be successful for years to come."

"The UNMC Eppley Cancer Center is grateful for the dedication of both Mike Simmonds and to BURGER KING® restaurants for carrying on this important program," said Kenneth H. Cowen, M.D., Ph.D., director of the Eppley Cancer Center. "BK® Help Beat Cancer For Kids not only raises funds for pediatric cancer research, but also heightens awareness about childhood cancer. The best part is that the community can get involved and help fight cancer in children."

For a \$1 donation, customers received a winning scratch card for free BK® products or a chance to win the grand prize — a trip for four to Walt Disney World in Orlando, Fla.

Logan, Iowa resident Christopher Collins was the lucky winner of the BK® Help Beat Cancer for KidsSM grand prize. His name was chosen during a live drawing at KPTM FOX 42 TV station studio. Collins, his wife and their two children will soon be on their way to what he called "a dream vacation."

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 2008, Fortune magazine ranked Burger King Corp. among America's 1,000 largest corporations and Ad Week named it one of the top three industry-changing advertisers within the last three decades and it was recently recognized by Interbrand on its top 100 "Best Global Brands" list.

Through its BK Positive Steps® corporate responsibility program, the BURGER KING® system is committed to being a socially responsible brand in all areas of its business - food, people, the environment and corporate governance. To learn more about the BK Positive Steps® corporate responsibility program and view the complete fiscal 2009 report, visit www.bk.com/corporateresponsibility. For more information on Burger King Corp., please visit the company's Web site at www.bk.com.

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