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SHAKE UP YOUR WAKE UP SM WITH THE ALL-NEW BREAKFAST REVOLUTION™ AT BK®

MIAMI - Sept. 7, 2010 - If Burger King Corp. has its way; breakfast will never be the same! Today, Burger King Corp. (NYSE: BKC) is shaking up the QSR breakfast battle with the unveiling of the brand's largest menu expansion ever. Nine new BK® Breakfast Menu items will have sleepyheads everywhere marching to a new breakfast beat and into their closest BK® restaurant. From premium platters and savory sandwiches to fresh-baked Mini Blueberry Biscuits and Seattle's Best Coffee®, the new BK® Breakfast Menu is now available and making daybreak delicious at participating BURGER KING® restaurants nationwide.

"We're ready to compete to be America's wake-up call with our new BK® Breakfast Menu," said Mike Kappitt, chief marketing officer, North America, Burger King Corp. "We're recognized far and wide for our superior burgers, and we're confident guests will know and love us for breakfast as well. Given the quality, variety and value on our new menu, BURGER KING® is sure to become the destination for breakfast."

BREAKFAST YOUR WAY

The new BK® Breakfast Menu items join long-time guest favorites, including the popular CROISSAN'WICH® and recent menu additions such as the BK® Breakfast Muffin Sandwich and the BK® Breakfast Bowl. The menu is available until 10:30 a.m. daily:

- For sandwich lovers, there's the BK® Breakfast Ciabatta Club Sandwich, which features eggs, fresh tomatoes, ham, bacon, American cheese and smoky tomato sauce. Brought together on a toasted Ciabatta bun made with whole grains, this hearty morning sandwich is offered at a suggested retail price of \$2.89.
 - The easy-to-eat 4 pc. Mini Blueberry Biscuits are served warm with a side of vanilla icing for dipping. Bursting with blueberry, the four freshly baked biscuits are ideal for an on-the-go morning treat and can be enjoyed for just \$1.
 - The BK™ Ultimate Breakfast Platter provides the ideal breakfast combination - scrambled eggs, sizzling sausage, golden hash browns, a buttery biscuit and fluffy pancakes for a suggested retail price of \$4.29. Its siblings, the Pancake and Sausage Platter and the Pancake Platter, are available for a suggested retail price of \$2.89 and \$2.29, respectively.
 - Piping hot Seattle's Best Coffee® turns up the volume on breakfast and is available in small, medium and large sizes at suggested retail prices of \$1, \$1.19 and \$1.39, respectively. Burger King Corp. is also expanding its coffee offerings to include a line of Iced Seattle's Best Coffee® in three premium flavors: mocha, vanilla and regular. Double brewed for a strong wake up call, the cool coffees are available at a suggested retail price of \$1.89.
- In addition, the full BK® Breakfast Value Menu, which launched in early 2007 as the first national breakfast value menu among quick-service restaurants, remains as it is today and will include the new four-piece Mini Blueberry Biscuits in addition to BK® Breakfast staples such as Cini-minis, the three-piece French Toast Sticks and the BK® Breakfast Muffin Sandwich, all priced at a \$1.

BURGER KING® FOR BREAKFAST? YES, THERE'S SUCH A THING!

Beginning Sept. 13, a 60-second television commercial, featuring an uncanny cast of characters, will have guests marching to a new breakfast tune. The ad leads a comprehensive marketing campaign in support of BKC's largest menu launch to date. In the spot, an early riser hits the streets alongside a cadre of hungry neighbors drawn to the excitement - a construction worker, jogger, landscaper and even a flutist - chanting, "BURGER KING® for breakfast? There's really such a thing." Later, targeted 30-second spots will showcase how individual menu items get snoozers marching to the beat of the BK® drum for breakfast. "The campaign is a rallying cry for consumers to shake up their morning routine by opting for a hearty breakfast at BK®," said Kappitt.

Over the next 11 weeks, consumers will also see and hear about the new BK® Breakfast Menu across a variety of platforms in unexpected ways throughout the launch, including digital banner ads, a mobile application and out-of-home advertising.

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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