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Burger King Corp. Receives 2010 Diversity Leader Award from Profiles in Diversity Journal

MIAMI, Apr 08, 2010 (BUSINESS WIRE) --Burger King Corp. (NYSE:BKC) announced the company has received Profiles in Diversity Journal's 2010 Diversity Leader Award, which recognizes companies for their commitment to diversity and inclusion communication practices.

At Burger King Corp., we celebrate the unique qualities and backgrounds that make each of us different and allow us to be strong contributors in our business as well as in the communities in which we work and live," said Robert Perkins, vice president, inclusion and talent management, Burger King Corp. "Our ongoing commitment to diversity and inclusion is woven into our business strategy and culture and has made our company stronger and more responsive both internally and externally. We are proud that our efforts have garnered national recognition from this respected publication."

Burger King Corp.: Committed to Diversity Inclusion

Burger King Corp.'s diversity and inclusion efforts are built on a four-pillar strategy, encompassing its workforce, community, restaurant guests and operators/suppliers. Within its workforce, the company is dedicated to recruiting, retaining and developing its employees from diverse backgrounds, as well as creating a workplace where everyone can thrive both personally and professionally.

BKC's commitment to people goes beyond its employees and reaches into the communities in which we work and live. Through the HAVE IT YOUR WAY(R) Foundation, the company's philanthropic arm, as well as via a variety of collaborations and community affairs programs, BKC supports worthwhile initiatives that create a positive impact and support the company's diversity and inclusion initiatives.

"Our culture enables us to focus on developing our people and celebrate their contributions to our business," Perkins said. "We respect and embrace the diversity of our employees, as well as the diversity of the communities we serve."

In addition, BKC recognizes that a strong and diverse supplier base is an important driver of the brand's success. As such, the company consistently works to create business opportunities within the BURGER KING(R) system for qualified women- and minority-owned suppliers.

In 2009, *Profiles in Diversity Journal* presented Burger King Corp. with its 2009 Innovations in Diversity Award for the second consecutive year. That same year, *LATINA Style* named Burger King Corp. to its Honorable Mention list for the publication's 12th annual *LATINA Style* 50 survey of the best companies for Latinas to work in the United States. Additionally, Burger King Corp. was named one of the "40 Best Companies for Diversity" in *BLACK ENTERPRISE's* 5th Annual Diversity Report.

The 2010 Diversity Leader Award was announced in the January/February 2010 issue of *Profiles in Diversity Journal*.

ABOUT BURGER KING CORPORATION

The BURGER KING(R) system operates more than 12,000 restaurants in all 50 states and in 73 countries and U.S. territories worldwide. Approximately 90 percent of BURGER KING(R) 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. (BKC) among America's 1,000 largest corporations and in 2010, 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 Web site at www.bk.com.

Through its *BK Positive Steps(R)* corporate responsibility program, the BURGER KING(R) 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(R)* 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.

SOURCE: Burger King Corp.

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