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BURGER KING CORP. ANNOUNCES CHANGES TO GLOBAL BRAND MARKETING AND OPERATIONS STRUCTURE

New Alignment Reinforces Global Brand and Operations Standards, While Creating Localized Marketing Approach at Regional Level

MIAMI - Feb. 28, 2010 - Burger King Corp. (BKC) today announced changes to the company's global brand management and operations function, as well as to its North America marketing structure. Effective immediately, BKC has aligned the company's global brand marketing and global operations teams to create a single Global Brand Marketing and Operations function.

Additionally, BKC has aligned its North American marketing efforts with the region's operations function; a structure consistent with the marketing model that the company utilizes in all of the global regions in which the BURGER KING® brand operates. This approach enables faster decision-making; increases regional accountability and ensures consistency of the brand's marketing and operational standards around the world.

As a result of this realignment, the following company executives will assume roles of expanded responsibility:

- Jonathan Fitzpatrick, formerly executive vice president (EVP), global operations, has assumed the newly created role of EVP, chief brand and operations officer overseeing all *operations and marketing brand standards; global R&D, product innovation and global brand management*.
- Steve Wiborg, EVP and president, North America, has taken on an expanded role that includes direct responsibility for all North America marketing efforts.

"Our new marketing and operations alignment under Jonathan's global leadership and Steve's North America leadership will allow us to maintain our global standards, while providing us with the flexibility we need to execute initiatives on a regional level based on local business needs," said Bernardo Hees, chief executive officer, Burger King Corp. "With this new structure in place, we can be more nimble with our decision-making process and marketing execution, which will better resonate with the millions of guests around the world who enjoy the BURGER KING® brand every day."

As a result of these structural changes, Global Chief Marketing Officer Natalia Franco will be leaving the organization. Franco will support BKC through a transition period.

"During her tenure at BKC, Natalia has made important contributions to the brand; building the foundation for us to deliver strong marketing messages and executions that will resonate with our consumers long-term," added Hees. "I would like to thank Natalia for her energy and commitment to the BURGER KING® brand and wish her well in her future endeavors."

ABOUT BURGER KING CORPORATION

The BURGER KING® system operates more than 12,200 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. In October 2010, Burger King Corp. was purchased by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation, with a particular emphasis on maximizing the potential of brands and businesses. For more information on 3G Capital, please go to <http://www.3g-capital.com/>. To learn more about Burger King Corp., please visit the company's Web site at <https://www.bk.com>.

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