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BURGER KING® RESTAURANTS NATIONWIDE INTRODUCE PREMIUM CHICKEN SANDWICH ON BUN MADE WITH WHOLE GRAINS

MIAMI - June 22, 2010 - Burger King Corp. (NYSE: BKC) today announced that its TENDERGRILL® Chicken Sandwich will now be served on a toasted ciabatta bun made with whole grains. The premium sandwich will continue to feature the same juicy flame-grilled chicken filet, crisp lettuce and fresh tomato that guests love, while the new bun provides less calories, fat and sodium compared to the previous offering, plus the benefit of a bun made with whole grains. This nutritionally-improved sandwich will debut at BURGER KING® restaurants in the U.S. on June 21 for a suggested retail price of \$3.99.

"Product innovation is at the core of our brand and we are focused not only on introducing new products, but consistently evolving and improving our current menu offerings, including proven guest favorites like the TENDERGRILL® Chicken Sandwich," said John Schaufelberger, BKC's senior vice president, global product marketing and innovation. "By adding a new premium ciabatta bun made with whole grains to this popular sandwich, I'm confident that our guests will appreciate that this product is a great addition to a nutritionally-balanced lifestyle, without compromising on taste."

As part of BKC's HAVE IT YOUR WAY® brand promise, the new ciabatta bun offers a menu option for guests that can help them meet individual diet and lifestyle preferences. BKC's new ciabatta bun is made with whole wheat flour, providing eight grams of whole grains, as well as fewer calories, less fat and sodium.

The TENDERGRILL® Chicken Sandwich has 470 calories and is the latest addition to the more than 350 BURGER KING® meal combinations that provide 650 calories or less - approximately one-third of a daily 2,000 calorie diet. Under the BK Positive Steps® corporate responsibility program, examples of these meal combinations are featured on tray liners, queue signs and window decals at participating BURGER KING® restaurants nationwide, as well as available online at www.bk.com. Additional nutrition information about the TENDERGRILL® Chicken Sandwich is available at www.bk.com.

The company's efforts to date also include providing BK Positive Steps® nutrition materials in restaurants nationwide, transitioning to zero grams of artificial trans fat in all ingredients and cooking oils in the U.S. and partnering with USDA to promote MyPyramid information to both kids and adults.

ABOUT BURGER KING CORPORATION

The BURGER KING® system operates more than 12,100 restaurants in all 50 states and in 74 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. (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® 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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CONTACT: Adelaide Geik, RD Edelman 312/233-1352 adelaide.geik@edelman.com

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