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BURGER KING® AND USA BASKETBALL TEAM UP AND SCORE A NEW NATIONAL PROMOTION

- Commemorative Cups Celebrating the 20th Anniversary of the USA Basketball Dream Team to be Featured at BURGER KING® Restaurants -

COLORADO SPRINGS, CO and MIAMI, FL - May 14, 2012 - Burger King Corp. and USA Basketball today announced a new marketing partnership that will make BURGER KING® the Official Quick Service Restaurant Partner of USA Basketball.

As part of this partnership BURGER KING® will introduce commemorative cups that celebrate the 20th Anniversary of the USA Basketball Dream Team, available with the purchase of any large drink. This cup series will highlight four of USA Basketball's memorable teams over the last two decades, including the 1992 Dream Team, and the teams from 1996, 2000, 2008, along with this year's 2012 USA Basketball team. Each of the cups will feature the unique jersey designs from one of the teams as part of the five cup series.

BURGER KING® and USA Basketball will also engage and empower fans through the "Your Team. Your Voice." campaign. This initiative will give fans a chance to actively participate in and influence a variety of elements during USA Basketball's summer exhibition tour. Through digital activations, fans will select which jersey the team will wear during its exhibition game in Las Vegas on July 12, guess which twelve players will make the final team, and a number of other fan interactive elements.

"We know the passion that America has for USA Basketball and are excited to celebrate the 20th Anniversary of the Dream Team," said Alex Macedo, Senior Vice President, North America Marketing, Burger King Corp. "We hope everyone in America gets into the game and get to see all five cups at BURGER KING® restaurants."

"BURGER KING® is a brand with a rich heritage and together we'll give fans new ways to connect with USA Basketball," said Jerry Colangelo, Chairman, USA Basketball. "Through our partnership with BURGER KING® we will commemorate some of the most historic moments in USA Basketball history - including the 20th anniversary of the Dream Team - and celebrate this year's men's and women's national teams as they look to represent their country with pride and captivate basketball fans around the world."

Throughout the partnership, BK® fans will have the opportunity to win great prizes, including dinner with a USA Basketball Legend, the chance to play against a current USA Basketball player and autographed merchandise. BURGER KING® will additionally support USA Basketball broadcast programming and will have a presence on courtside signage at exhibition games and USABasketball.com.

About Burger King Corporation

Founded in 1954, BURGER KING® is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates in over 12,500 locations serving over 11 million guests daily in 82 countries and 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. Burger King Corp. is privately-held by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation. For more information on 3G Capital, please go to <http://3g-capital.com>. To learn more about Burger King Corp., please visit the company's website at www.bk.com or follow us on [Facebook](#) and [Twitter](#).

About USA Basketball

Based in Colorado Springs, Colo., USA Basketball is a nonprofit organization and the national governing body for men's and women's basketball in the United States. As the recognized governing body for basketball in the United States by the International Basketball Federation (FIBA) and the United States Olympic Committee (USOC), USA Basketball is responsible for the selection, training and fielding of USA teams that compete in FIBA sponsored international basketball competitions, as well as for some national competitions. Since 2008, USA Basketball men's and women's teams have compiled a sterling 134-6 win-loss record in FIBA or FIBA Americas competitions. USA teams are the current men's and women's champions of the Olympics and the FIBA World Championships; FIBA women's U19 world champions; the men's and women's title holders for the FIBA U17 World Championships; and the men's and women's U18 and U16 FIBA Americas champions. USA Basketball currently ranks No. 1 in all five of FIBA's world ranking categories, including combined, men's, women's, boys and girls. For further information about USA Basketball, go to the official Web site of USA Basketball at www.usabasketball.com and connect with us

on [facebook.com/usabasketball](https://www.facebook.com/usabasketball), twitter.com/usabasketball and www.youtube.com/therealusbasketball.

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