

## INVESTOR INFORMATION | Press Releases

# Burger King Corp. to Support American Red Cross Emergency Fleet

*Customer Contributions Will Purchase Response Vehicles*

**MIAMI (April 4, 2011)** - Burger King Corp. (BKC) is continuing its partnership with the American Red Cross by offering customers the opportunity to help purchase emergency response vehicles, the red-and-white vehicles that distribute life-sustaining food and water in the aftermath of disasters.

From April 1 through April 30, BURGER KING® restaurant guests nationwide will be invited to make a \$1 donation to the Red Cross at restaurant counters and drive-thru windows. All contributions will go directly to the Red Cross for the purchase of emergency response vehicles.

"BKC has worked with the Red Cross over the years to help provide essential emergency assistance following disastrous events in our country's history such as Sept. 11 and Hurricane Katrina," said Steve Wiborg, president, BKC North America. "With our new emergency response vehicle fundraising initiative, our restaurant guests across the country can also help support the American Red Cross and the exemplary work they do in the communities where we work and live."

More than 300 emergency response vehicles are maintained by the Red Cross across the United States. The vehicles enable the Red Cross to provide immediate comfort and sustenance after local emergencies, such as house fires, and they are a vital part of the Red Cross response to large-scale disasters, often traveling thousands of miles to assist people affected by hurricanes, tornadoes, wildfires, earthquakes, floods and ice storms. When an emergency response vehicle arrives at a disaster scene, it's often carrying hot meals, water, clean up supplies and comfort items for disaster victims.

"Our emergency response vehicles are the workhorses of the Red Cross effort to deliver necessities and comfort after disasters," said Charley Shimanski, senior vice president of disaster services at the Red Cross. "What better way to feed disaster victims, than through the generosity of BKC and its restaurant patrons. This gift will help the Red Cross meet the needs of our neighbors, whether they are down the street or in the next state."

The Red Cross responds to nearly 70,000 disasters every year, most of them house fires in local communities around the nation.

### 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 more than 12,250 locations serving over 11 million guests daily in 76 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. 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 website at [www.bk.com](http://www.bk.com) or follow us on [Facebook](#) and [Twitter](#).

### About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization — not a government agency — and depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit <http://www.redcross.org/> or join our blog at <http://blog.redcross.org/>.

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