

## INVESTOR INFORMATION | Press Releases

# NEW WHOPPER<sup>®</sup> BAR RESTAURANT TO OPEN IN FABULOUS LAS VEGAS

The Rio All-Suite Hotel & Casino to be the exclusive home of the first West Coast WHOPPER<sup>®</sup> Bar

**LAS VEGAS - Feb. 18, 2011** - BURGER KING<sup>®</sup> franchisee HKMII LLC will open the newest WHOPPER<sup>®</sup> Bar and first West Coast location next month at the Rio All-Suite Hotel & Casino in Las Vegas. The location will offer tourists and locals alike the opportunity to experience HAVE IT YOUR WAY<sup>®</sup> at its best with the innovative, premium restaurant experience and customizable menu that only the unique WHOPPER<sup>®</sup> Bar concept can provide.

"We are very pleased and proud to open the first franchise-owned WHOPPER<sup>®</sup> Bar in the Rio All-Suite Hotel and Casino, Las Vegas," said David J. Mitchell, General Manager, HKMII LLC. "This concept is particularly well-suited for the Las Vegas market and will enable us to offer the famous WHOPPER<sup>®</sup> sandwich to our customers with their choice of more than 30 available toppings and an array of beverage choices, including ice-cold Miller Coors beer."

"We look forward to franchisee HKMII LLC's success with the opening of the first WHOPPER<sup>®</sup> Bar in Las Vegas," said Steve Wiborg, president North America, Burger King Corp. "This location is in-line with Burger King Corp.'s development strategy, which involves carefully targeting marquee locations and popular destinations, making Las Vegas a great fit for a WHOPPER<sup>™</sup> Bar restaurant."

The WHOPPER<sup>®</sup> Bar boasts a specialized menu dedicated to delivering America's favorite burger in a highly personalized way. After customers select their sandwich, expert "WHOPPER<sup>®</sup>-istas" build burgers to order from a visible toppings theater that lets guests choose from a variety of more than 30 favorites, such as A.1.<sup>®</sup> Thick & Hearty steak sauce, pepper bacon, guacamole and crispy onions, to name a few.

The WHOPPER<sup>®</sup> Bar Las Vegas menu will also include premium items, such as:

- The **ANGRY WHOPPER<sup>™</sup> sandwich**, tops your favorite flame-broiled beef patty with crispy onions, spicy jalapeños, pepper jack cheese, bacon and a tangy sauce
- The **Bourbon WHOPPER<sup>®</sup> sandwich**, which is topped with onion rings and a bourbon-flavored sauce
- The **California WHOPPER<sup>®</sup> sandwich**, topped with guacamole, crispy bacon and Swiss cheese
- The **Pepper Bacon Steakhouse XT<sup>™</sup> burger**, smothered with pepper bacon and melted cheddar cheese
- The **BK BLACK & BLEU STEAKHOUSE XT<sup>™</sup> burger**, named for the bold taste of bleu cheese and blackened Cajun sauce

The WHOPPER<sup>®</sup> Bar Las Vegas will be open 24 hours a day, seven days a week to satisfy WHOPPER<sup>®</sup> sandwich cravings at all hours. Burgers will be served around the clock and breakfast will also be available on an extended schedule from 2 a.m. - 11 a.m.

### ABOUT BURGER KING CORPORATION

Founded in 1954, BURGER KING<sup>®</sup> is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER<sup>®</sup>, the BURGER KING<sup>®</sup> system operates more than 12,200 locations serving over 11 million guests daily in 76 countries and territories worldwide. Approximately 90 percent of BURGER KING<sup>®</sup> restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. 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 RIO ALL-SUITE HOTEL & CASINO**

Rio All-Suite Hotel & Casino offers guests a unique all-suite hotel experience. Complete with 2,522 all-suite hotel rooms, the property overlooks the famous Las Vegas Strip, and sits one block west of the famed boulevard. The resort features a variety of entertainment options including headliners Penn and Teller, the world-famous Chippendales and the Show in the Sky. Rio is home to a diverse array of dining and nightlife experiences including, the famous Voodoo Lounge, Martorano's, McFadden's, iBar and VooDoo Beach. Rio also offers the Rio Secco Golf Club. Recognized by *USA Today* as one of the "Top 10 Golf Destinations in the World," Rio Secco Golf Club is an 18-hole championship course designed by famed architect Rees Jones and home to the Butch Harmon School of Golf. For more information, visit <http://www.riolasvegas.com/>, find us on [Facebook](#) and follow on [Twitter](#).

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