

INVESTOR INFORMATION | Press Releases

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BURGER KING® Restaurants Named Title Sponsor of First Ever "State Champions Bowl Series"

Burger King Worldwide, Inc. (NYSE:BKW) today announced for the first time ever, high school football champions from different states will play against each other in a post-season bowl game, the **BURGER KING® State Champions Bowl Series**, an unprecedented event, which will be televised live on ESPNU.

Participating teams will play in a single game matchup, with a total of three games to take place at FAU Stadium at Florida Atlantic University in Boca Raton on Saturday, December 27th. Games will kick off at 12pm, 4pm and 8pm EST.

Currently FHSAA (Florida), UHSAA (Utah) and WIAA (Washington) have approved its member schools to participate in the **BURGER KING® State Champions Bowl Series**. Tickets are on sale through ticketmaster.com. All children age twelve and under receive free admission and do not require a ticket. Match-ups will be announced on Tuesday, December 16th.

"The **BURGER KING® State Champions Bowl Series** provides ESPNU a new opportunity to highlight the next wave of college athletes," said Dan Margulis, Senior Director of College Sports Programming at ESPN. "This 'bowl' event, created by Paragon Marketing Group and BURGER KING® restaurants, represents a first of its kind for fans to enjoy during an exciting time on the sports calendar."

"We're excited to be part of the first of its kind BURGER KING® State Champions Bowl Series and offer a new unforgettable experience for high school athletes and their fans," said Eric Hirschhorn, Chief Marketing Officer, North America, Burger King Corporation. "This is a unique opportunity to spotlight up-and-coming athletes and their respective schools on national TV and we're looking forward to showcasing state champions competing against one another."

Paragon Marketing Group worked with the BURGER KING® brand to create this fan-friendly event that rewards State Champions for their excellence and celebrates high school football on a national level. "We thank the FHSAA, UHSAA and WIAA for participating in year one and look forward to expanding the event in future years" said Rashid Ghazi, Partner, Paragon Marketing Group.

Additional information is available at www.burgerkingbowl.com.

About Burger King Worldwide

Founded in 1954, BURGER KING® (NYSE:BKW) is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates in approximately 14,000 locations serving more than 11 million guests daily in nearly 100 countries and territories worldwide. Approximately 100 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. To learn more about Burger King Worldwide, please visit the company's website at www.bk.com or follow us on Facebook, Twitter, Tumblr, Instagram and add BURGER KING® restaurants on Snapchat.

About ESPNU

The 24-hour college sports television network airs more than 650 live events annually and offers over 1,000 original studio shows and available in over 73 million households. The network has long-term carriage agreements with all 10 of the top multichannel TV providers – Cablevision, Charter, Comcast, Cox, DirecTV (Channel 208), DISH Network (Channel 141), Mediacom, Time Warner Cable, Verizon FiOS TV and AT&T U-verse.

About Paragon Marketing Group

Paragon Marketing Group is a corporate consulting agency specializing in sports, entertainment and cause related sponsorships. Paragon, owns and operates the DICK's Nationals High School Basketball Tournament and has partnered with ESPN over the past 11 years to deliver over 350 live high school football and basketball telecasts featuring many of the top teams and players in the nation. Paragon's consulting clients include Gatorade, PNC Bank, Johnson & Johnson, EA Sports, Skullcandy and Bayer.

For further information about the BURGER KING® brand please contact: brooke@alisonbrodpr.com or bk@alisonbrodpr.com

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