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GYM, TAN AND...BURGERS? WHOPPER® BAR SOUTH BEACH MEETS JERSEY SHORE

MIAMI - June 9, 2010 - The South Beach scene is burning up and Burger King Corp. (NYSE: BKC) is kicking off summer with an exclusive meet-and-greet autograph session with one of the stars of MTV’s hit television show Jersey Shore, Mike "The Situation" Sorrentino. Mike, and his infamous abs, will meet extreme Jersey Shore fans at the WHOPPER® Bar South Beach on June 10, 2010, from 4 - 6 p.m., while DJ Self Born will "beat the beat" and mix the hottest sounds of the Miami scene.

Fans wanting to come face-to-face with "The Situation" can drop by the WHOPPER® Bar located at 1101 Washington Ave. this week to pick up a meet-and-greet flyer. This flyer will also serve as the official autographed memento from the event.

"I can't wait to hang out at the WHOPPER® Bar and see my fans," Sorrentino said. "I mean, it's going to be burgers, beats and definitely a good time — now that's what I call a 'situation'."

WHOPPER® BAR

Capitalizing on America's Favorite Burger*, the WHOPPER® Bar is a new dining experience for the BURGER KING® brand. The restaurant has a crisp, modern, bar-like look and feel that utilizes the WHOPPER® sandwich’s flame-broiled platform as inspiration, creating a hip, sophisticated atmosphere.

Guests may select from a WHOPPER® sandwich, DOUBLE WHOPPER® sandwich or Steakhouse XT™ — a casual dining quality burger that boasts an extra-thick patty — and then choose from 22 different WHOPPER® sandwich toppings "fit for a King." Guests looking for a little guidance can opt for "Bar Favorites," which include both new and familiar sandwiches, like the Bourbon WHOPPER® sandwich, Three-Cheese Steakhouse XT™ and the BLACK & BLEU STEAKHOUSE XT™ burgers.

* Based on a September 2009 nationwide preference survey of 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.

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