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Burger King Corporation Teams with Summit Entertainment for the Studio's Upcoming Film 'The Twilight Saga: Eclipse'

MIAMI, Feb 23, 2010 (BUSINESS WIRE) -- On the heels of its highly successful "The Twilight Saga: New Moon" in-restaurant promotion, Burger King Corp. (NYSE:BKC) announced that the brand will sustain momentum with Summit Entertainment and sponsor the third installment in the Studio's film series, "The Twilight Saga: Eclipse." Fans of the hit "Twilight Saga" film series can expect more exclusive access to the property from Burger King Corp. in conjunction with the theatrical release of the movie on June 30, 2010.

"'The Twilight Saga: New Moon' promotion was a tremendous success, with our guests eager to get their bite of the property through exclusive merchandise offered at BURGER KING(R) restaurants," said Cindy Syracuse, senior director, cultural marketing, Burger King Corp. "We look forward to continuing our partnership with Summit Entertainment for the third film, 'The Twilight Saga: Eclipse.'"

Burger King Corp.'s multi-faceted "New Moon" promotion, which began on Nov. 16, included a special "New Moon" fan pack, a series of limited-edition "New Moon"-themed BK(R) Crown Cards, "New Moon" water bottles and much more. Stay tuned for additional details about Burger King Corp.'s promotion of "The Twilight Saga: Eclipse."

"The Twilight Saga: Eclipse" is directed by David Slade from a screenplay by Melissa Rosenberg. Kristen Stewart, Robert Pattinson and Taylor Lautner will reprise their roles as Bella Swan, Edward Cullen and Jacob Black.

In "The Twilight Saga: Eclipse", Bella once again finds herself surrounded by danger as Seattle is ravaged by a string of mysterious killings and a malicious vampire continues her quest for revenge. In the midst of it all, Bella is forced to choose between her love for Edward and her friendship with Jacob -- knowing that her decision has the potential to ignite the ageless struggle between vampire and werewolf. With her graduation quickly approaching, Bella is confronted with the most important decision of her life.

ABOUT SUMMIT ENTERTAINMENT LLC

Summit Entertainment, LLC is a worldwide theatrical motion picture development, financing, production and distribution studio. The studio handles all aspects of marketing and distribution for both its own internally developed motion pictures as well as acquired pictures. Summit Entertainment, LLC also represents international sales for both its own slate and third party product. Summit Entertainment, LLC plans to release 10 to 12 films annually.

ABOUT BURGER KING CORPORATION

The BURGER KING(R) system operates more than 12,000 restaurants in all 50 states and in 73 countries and U.S. territories worldwide. Approximately 90 percent of BURGER KING(R) 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.

SOURCE: Burger King Corporation

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