

## INVESTOR INFORMATION | Press Releases

# Burger King Corp. Supports First Lady Michelle Obama's "Let's Move" Campaign

### *Burger King Corp.'s Ongoing Efforts And Commitment To Childhood Nutrition Complement Campaign Efforts*

MIAMI, Feb 10, 2010 (BUSINESS WIRE) -- Burger King Corp. (NYSE:BKC) today announced the company's support for First Lady Michelle Obama's "Let's Move" campaign, a multifaceted program designed to solve the challenge of childhood obesity within a generation. Over the past three years, Burger King Corp. has been committed to helping children eat and live better by promoting balanced diets and active lifestyle choices as part of its BK Positive Steps(R) corporate social responsibility program.

"We support many of the actions that Mrs. Obama has set forth as part of the 'Let's Move' campaign and agree that it is small steps in the area of health, nutrition and physical activity that can make a substantial difference in the lives of American families," says Cindy Syracuse, senior director marketing, Burger King Corp. "The *BK Positive Steps*(R) nutrition program was developed to help our restaurant guests take simple positive actions that meet their own nutrition and lifestyle needs. Burger King Corp. is committed to making ongoing strides in the areas of food and nutrition and we will continue to provide our customers with the choices they need to make smart personal nutrition decisions for themselves and their families."

A number of Burger King Corp.'s actions over the past few years support the pillars of the "Let's Move" initiative: helping parents make healthy food choices and accessing healthy affordable food for their families. As part of the *BK Positive Steps*(R) corporate social responsibility program, Burger King Corp. joined the Council for Better Business Bureau's (CBBB) Food and Beverage Advertising Initiative (CFBAI) on Sept. 12, 2007, pledging to restrict 100 percent of national advertising aimed at children under 12 years old and develop BK(R) Kids Meals that meet stringent nutrition criteria. Burger King Corp.'s nutrition criteria for BK(R) Kids Meals (consisting of an entrée, side dish and beverage) are based on the 2005 *Dietary Guidelines for Americans* and other federal and scientifically established dietary recommendations as defined as:

- No more than 560 calories per meal;
- Less than 30 percent of calories from fat;
- Less than 10 percent of calories from saturated fat;
- No added trans fats;
- No more than 10 percent of calories from added sugars;
- No more than 600 milligrams of sodium; and
- A "good source" or "excellent source" of at least two of the following nutrients: calcium, fiber, potassium, magnesium, vitamin E.

Burger King Corp. currently offers four compliant BK(R) Kids Meals in BURGER KING(R) restaurants nationwide and is proud to be the first quick service restaurant chain to publicly announce limiting sodium to 600 milligrams or less in all BK(R) Kids Meals advertised to children under 12 years old.

To date, Burger King Corp. has also introduced *BK Positive Steps*(R) nutritional materials in BURGER KING(R) restaurants nationwide, has eliminated all *trans* fat cooking oils and ingredients in the U.S., and partnered with USDA to promote MyPyramid information to both children and adults. In addition, Burger King Corp. has identified more than 350 BURGER KING(R) meal combinations that provide 650 calories or less - approximately one-third of a daily 2,000 calorie diet - and examples of these meal combinations are featured on tray liners, queue signs and window decals at participating BURGER KING(R) restaurants nationwide, as well as available online at <http://www.bk.com>.

### 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 <http://www.bk.com>.

Through its *BK Positive Steps*(R) corporate responsibility program, the BURGER KING(R) system is committed to being a socially responsible brand in all areas of its business - food, people, the environment and corporate governance. To learn more about the *BK Positive Steps*(R) corporate responsibility program and view the complete fiscal 2009 report, visit <http://www.bk.com/corporateresponsibility>. For more information on Burger King Corp., please visit the company's Web site at <http://www.bk.com>.

SOURCE: Burger King Corp.

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