

## INVESTOR INFORMATION | Press Releases

# Participating U.S. BURGER KING(R) Restaurants to Accept Donations for Haiti Disaster Relief Beginning Jan. 21

*Online Donations Can Also be Made via [HaveItYourWayFoundation.org](http://www.haveityourwayfoundation.org)*

MIAMI, Jan 21, 2010 (BUSINESS WIRE) -- Burger King Corp. (NYSE:BKC) today announced that approximately 1,000 company-owned BURGER KING(R) restaurants across the United States will be accepting donations to The American Red Cross' Haiti disaster relief efforts from Jan. 21-31. Participating locations will accept monetary donations both inside the restaurant and at the drive-thru.

"Burger King Corp. is committed to supporting the relief efforts in Haiti and want to give others a fast and convenient way to make an impact following this devastating tragedy," said Chuck Fallon, president, North America, Burger King Corp. "We recognize our global influence and ability to positively affect communities around the world and hope that BURGER KING(R) restaurant guests will take advantage of the opportunity to contribute. Our hearts and prayers are with the Haitian people and those elsewhere who have been affected."

This effort comes in conjunction with the HAVE IT YOUR WAY(R) Foundation's recent announcement of a \$50,000 donation to the American Red Cross for disaster relief efforts in Haiti. The company is also collecting essential supplies from employees and distributing them in coordination with the University of Miami's medical teams and employees are rallying to volunteer with local community organizations and assist with relief efforts.

Donations are also being accepted through <http://www.haveityourwayfoundation.org>, the official Web site for the HAVE IT YOUR WAY(R) Foundation, the charitable arm of Burger King Corp. To donate, visit <http://www.haveityourwayfoundation.org> and click on "Haiti Relief Fund Donations" and follow the steps to complete the online donation.

### 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. among America's 1,000 largest corporations and *Ad Week* named it one of the top three industry-changing advertisers within the last three decades and it was recently recognized by Interbrand on its top 100 "Best Global Brands" list. In 2010, Standard & Poor's included shares of Burger King Holdings, Inc. to the S&P MidCap 400 index.

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>.

### About Have It Your Way Foundation, Inc.

The HAVE IT YOUR WAY(R) Foundation is a 501(C) (3) not-for-profit public charity, whose mission is to make a positive impact in the communities in which we work and live in collaboration with the extended BURGER KING(R) family. The HAVE IT YOUR WAY(R) Foundation is an integral part of Burger King Corp.'s *BK Positive Steps(R)* corporate responsibility program. To learn more about the HAVE IT YOUR WAY(R) Foundation, visit <http://www.haveityourwayfoundation.org> or call 305/378-3186.

SOURCE: Burger King Corp.

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