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BURGER KING® Unveils New Iconic Crown as Part of BK CROWN™ Program Launch

MIAMI - November 7, 2011 - After more than 30 years, the kids' program at BURGER KING® restaurants has gotten a total makeover. Today, Burger King Corp. (BKC) announced the launch of its new BK CROWN™ Program for kids, transforming it from just a meal to a family-friendly mealtime experience that's easy for moms and dads, and fun for kids. As part of the program, BURGER KING® has reinvented one of America's favorite icons, the BK® crown, reviving the fond memories of millions of Americans and introducing it to a new generation of BK® royalty. The new crown is a modern take on the classic, with brighter colors, a slimmer style and is even more bejeweled than its predecessor.

You're Never Too Small to Make a Big Difference

With the BK CROWN™ Program, BKC invites kids to tell BURGER KING® what matters to them most. BKC has established a fund to help support charities involved in improving education and protecting the environment and wildlife. By visiting BKCrown.com, kids learn how BKC's charitable partners make a difference. Upon entering BK CROWN™ Codes and clicking on their favorite cause, each kid's vote helps BK® choose which charity to give back to. BKC is proud to team up with the following organizations:

ANIMALS

- Wildlife Conservation Society, working to save wildlife and wild places through science, global conservation, education and the management of the world's largest system of urban wildlife parks, including the flagship Bronx Zoo

ENVIRONMENT

- National Parks Conservation Association, protecting and enhancing America's National Parks for present and future generations

EDUCATION

- DonorsChoose.org, matching donors with teachers looking to fund classroom projects
- Have It Your Way® Foundation, making a positive impact on the communities in which BURGER KING® serves, works and lives through initiatives like the BURGER KING® Scholars Program

"At BURGER KING® restaurants, imagination is king and the new BK CROWN™ Program is built to inspire every kid's imagination and encourage kids to learn more about how to give back," said Alex Macedo, senior vice president, North American marketing, Burger King Corp. "We are proud to have great charity partners on this endeavor to help kids and families learn more about these important causes and feel empowered to make a difference in the world around them."

IMAGINATION IS KING™

For the first time, BURGER KING® is introducing a truly innovative, fully interactive box that not only houses the Kids Meal, but also provides a unique dining experience. Sitting atop each box is the newly redesigned crown, because every kid deserves to be treated like royalty at BURGER KING®! With crowns on their heads, kids can dive into the box, taking it apart, playing fun games and activities that challenge their minds, inspire their imagination and engage with the whole family. The hot new toys inside are always a bonus, too. And the fun doesn't end at the restaurant; the BK CROWN™ Program experience lives on at BKCrown.com where kids can place their vote for how BKC should give back, as well as find more games, win prizes and enjoy interactive play. Suggested retail price for the Kids Meal starts at \$2.99.

Value for the Whole Family

In conjunction with the launch of the BK CROWN™ Program, for the first time ever BURGER KING® is offering consumers a BK™ Family Bundle - a deal worth getting together for. For a retail price of \$9.99 (\$11.99 in Hawaii), the BK™ Family Bundle includes one WHOPPER® Sandwich, one WHOPPER JR.® Sandwich, two small fries, two small drinks and a kids meal. The BK™ Family Bundle offer will be available from November 7, 2011 through December 4, 2011.

ABOUT BURGER KING CORPORATION

Founded in 1954, BURGER KING® is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates more than 12,300 locations serving over 11 million guests daily in 78 countries and 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 October 2010, Burger King Corp. was purchased by 3G Capital, a multi-billion dollar, global

investment firm focused on long-term value creation, with a particular emphasis on maximizing the potential of brands and businesses. For more information on 3G Capital, please go to <http://www.3gcapital.com>. To learn more about Burger King Corp., please visit the company's website at www.bk.com or follow us on [Facebook](#) and [Twitter](#).

ABOUT THE WILDLIFE CONSERVATION SOCIETY

The Wildlife Conservation Society saves wildlife and wild places worldwide. We do so through science, global conservation, education and the management of the world's largest system of urban wildlife parks, led by the flagship Bronx Zoo. Together these activities change attitudes towards nature and help people imagine wildlife and humans living in harmony. WCS is committed to this mission because it is essential to the integrity of life on Earth. Visit www.wcs.org.

ABOUT NATIONAL PARKS CONSERVATION ASSOCIATION

Since 1919, the nonpartisan National Parks Conservation Association (NPCA) has been the leading voice of the American people in protecting and enhancing our National Park System. NPCA, its 600,000 members and supporters, and many partners work together to protect the park system and preserve our nation's natural, historical, and cultural heritage for our children and grandchildren. For more information, visit www.npca.org.

ABOUT DONORSCHOOSE.ORG

Founded in 2000, DonorsChoose.org (www.donorschoose.org) is a nonprofit website where public school teachers describe specific educational projects for their students, and donors can choose the projects they want to support. After completing a project, the donor hears back from the classroom they supported in the form of photographs and teacher thank-you letters. To date, 198,000 public and charter school teachers have used the site to secure funding for \$91 million in books, art supplies, technology, and other resources that their students need to learn. Through DonorsChoose.org, individuals from all walks of life have helped 5.4 million students.

ABOUT THE HAVE IT YOUR WAY® FOUNDATION

The HAVE IT YOUR WAY® 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® family. The HAVE IT YOUR WAY® Foundation is an integral part of Burger King Corp.'s BK Positive Steps® corporate responsibility program. To learn more about the HAVE IT YOUR WAY® Foundation, visit www.haveityourwayfoundation.org or call (305) 378-3186.

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