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HAVE IT YOUR WAY® Foundation Raises Funds to Build Brighter Futures

MIAMI - Sept. 30, 2011 - The HAVE IT YOUR WAY® Foundation, the charitable arm of the BURGER KING® brand, announced the launch of its annual Fall Fundraiser in support of the BURGER KING® Scholars Program. Beginning Oct. 1st, guests who donate \$1 at participating BK® restaurants in the U.S. will receive an education themed booklet containing four free BK® Value Menu-sized fry coupons, three soft serve cones coupons and one small Coca-Cola® soft drink or ICEE® frozen drink coupon. The Fall Fundraiser, running through Oct. 31st, is the largest in-restaurant promotion hosted by the HAVE IT YOUR WAY® Foundation. The coupons may be redeemed at participating restaurants until December 31, 2011. All proceeds benefit the BURGER KING® Scholars Program.

"Building brighter futures through the BURGER KING® Scholars program is a top priority for Burger King Corp., franchisees, vendors and guests that support the HAVE IT YOUR WAY® Foundation", said Ivette Diaz, executive director, HAVE IT YOUR WAY® Foundation. "Through the Fall Fundraiser, we all have the opportunity to help support higher education for deserving students in the local communities where we work and live."

The BURGER KING® system has long-supported education in the communities which it serves. Thanks to the collective efforts of its partners and supporters, the BURGER KING® Scholars Program has granted more than \$15 million in scholarships to students in communities across the U.S., Canada and Puerto Rico, since its inception in the year 2000. This year's Fall Fundraiser promotion sponsors are The Coca-Cola Company, MARS Foodservices, Kraft Foodservice, and J.R. Simplot.

In addition to \$1,000 awards, this year's program scholarship structure will also include four \$5,000 regional scholarships, one \$25,000 King Scholar award and three \$50,000 James W. McLamore WHOPPER® Scholarship awards. Students will have more ways to use scholarship funds, such as for two- or four-year college degrees, as well as for accredited technical and vocational programs. Also new this year, a bilingual application web portal will provide applicants with the opportunity to complete the application in either English or Spanish.

Current high school seniors and BURGER KING® employees and their children in the U.S., Canada and Puerto Rico may obtain more information on the BURGER KING® Scholars Program by visiting the Foundation's website at www.haveyourwayfoundation.org. Online applications will be accepted from November 15, 2011 to January 10, 2012. The 2012 scholarship recipients will be announced in May 2012.

About Have It Your Way Foundation, Inc.

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 our communities by building brighter futures through the BURGER KING® Scholars Program and providing hardship assistance to the BK® 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.haveyourwayfoundation.org or call (305) 378-3186.

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.3-gcapital.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.

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