

INVESTOR INFORMATION | Press Releases

Dallas-Based Pizza Hut® Tops Miami-Based Burger King Corp. in Basketball Finals Wager

Burger King Corp. Executive to Don Pizza Hut Apron, Work at a Dallas Pizza Hut

DALLAS AND MIAMI (JUNE 15, 2011) - Pizza Hut fans will get a taste of flame-broiled perfection with their next order courtesy of fast food rival Burger King Corp. Last week, Brian Niccol, General Manager of DFW-based Pizza Hut U.S., and Steve Wiborg, President of Miami-based Burger King Corp., North America, announced a wager in support of their hometown teams playing in the basketball finals: the executive from the losing city agreed to work a day for the competition. Following the game six victory on Sunday and championship by underdog Dallas, Wiborg will man the ovens inside a DFW-area Pizza Hut on Monday, June 20.

"This year's finals was one of the best in basketball history and the wager between our two brands just made it all the more interesting," said Brian Niccol, Pizza Hut General Manager. "In the end, Dallas showed the same type of teamwork that Mr. Wiborg will see when he spends a day working at a Pizza Hut restaurant. He's going to get a close look at the Pizza Hut version of the big three - pizza, pasta and wings. He's been a great sport throughout and we look forward to hosting him in Dallas."

"On behalf of Burger King Corp. I'd like to congratulate Dallas on their championship and Miami on a great season. While it was a tough loss for us in Miami, I'm sure our Dallas-based franchisees are enjoying the win," said Steve Wiborg, president, Burger King Corp., North America. "It was a whopper of a wager, but I'm holding up my end of the bargain and am confident my flame-broiling skills will serve me well as I head to Dallas to toss pizzas for a day. We'll get them next year!"

To show there are no hard feelings Burger King Corp. also announced that the HAVE IT YOUR WAY® Foundation, the charitable arm of the BURGER KING® brand, is awarding a \$1,000 scholarship to a Dallas high school student. The recipient will be announced on June 20 during Mr. Wiborg's visit to Pizza Hut. The Foundation provides scholarships to commendable high school seniors across the United States, Canada and Puerto Rico. Recipients are selected based on their grade point average, work experience, financial need, extracurricular activities and community service.

About Pizza Hut

Pizza Hut, America's Favorite Pizza, delivers more pizza, pasta and wings than any other restaurant. The only pizza company to be named a top ten franchise in 2009 by Entrepreneur Magazine, Pizza Hut began 50 years ago in Wichita, Kansas, and today operates nearly 10,000 restaurants in more than 90 countries. Pizza Hut, Inc. is a subsidiary of Yum! Brands, Inc. (NYSE: YUM). To check out what's new at Pizza Hut visit PizzaHut.com, or keep up with the brand via its social media channels at social.PizzaHut.com

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 12,250 locations serving over 11 million guests daily in 76 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://3g-capital.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](#).

Media Contacts:

Pizza Hut: Christopher Fuller
972.338.7729 
Chris.fuller@pizzahut.com

1/21/2015

Burger King

Burger King: Miguel Piedra
305-378 3460 
mpiedra@whopper.com

Last Update on June 15, 2011