

INVESTOR INFORMATION | Press Releases

SCORING A DEAL ON BK® STACKER SANDWICHES IS AS EASY AS \$1-\$2-\$3 AT BURGER KING® RESTAURANTS

MIAMI - Mar. 8, 2011 - Burger King Corp. is offering guests the popular combination of flame-broiled beef, bacon and cheese starting at only \$1. The BK® Single Stacker, BK® Double Stacker and BK® Triple Stacker will be available for the suggested retail prices of just \$1, \$2 and \$3 respectively at participating BURGER KING® restaurants nationwide. Featuring one, two or three flame-broiled hamburger patties between a sesame seed bun, BK® Stacker sandwiches bring together slices of crispy bacon and American cheese, topped with BK® Stacker sauce.

"The BK® Stacker line is preferred among burger lovers far and wide," said Andreas Barth, senior vice president, North America marketing, Burger King Corp. "Beefing up our BK® Value Menu with the mouth-watering combination of bacon and flame-broiled meat at just \$1, \$2 and \$3 is yet another way we bring our HAVE IT YOUR WAY® brand promise to customers and provide the signature taste they expect at a price they deserve."

The promotion will be supported by in-restaurant merchandising and national TV advertising, which features "meat mathematicians" unlocking the BK® Stacker sandwiches as the solution to a tricky equation - how to reach maximum flavor for minimum cash.

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 12,200 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://www.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](#).

CONTACT:

Lauren Ross
Edelman
312/233-1378
lauren.ross@edelman.com

Lauren Kuzniar
Edelman
305/378-7939
mailto:lkuzniar@whopper.com

Last Update on March 07, 2011