

Burger King Corp. to Sponsor the Jonas Brothers Summer Tour

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Burger King Corp. will be a co-presenting sponsor of the 'Burning Up Tour,' which is being produced by Live Nation and is slated to hit 38 cities across North America.

Burger King Corp. (NYSE:BKC) announced today its sponsorship of one of the most anticipated concert tours of the summer, the Jonas Brothers' "Burning Up Tour."

Burger King Corp. will be a co-presenting sponsor of the "Burning Up Tour," which is being produced by Live Nation and is slated to hit 38 cities across North America. The agreement gives Burger King Corp. the opportunity to offer Jonas Brothers fans samples of its new BK(TM) Fresh Apple Fries, give away tickets and offer some lucky fans exclusive meet-and-greets with the superstar rockers.

Beginning in July, Burger King Corp. will give fans special online access to the summer tour, including ticketing and venue information and exclusive behind-the-scenes sneak peeks and sweepstakes opportunities at www.bk.com.

"The Jonas Brothers have a huge, dedicated fan base," said Brian Gies, vice president of marketing impact, Burger King Corp. "By sponsoring their summer tour, BK(R) is bringing our guests one of the hottest entertainment properties of the summer and a chance at ground floor access to three of music's fastest rising stars."

Jonas Brothers are exclusively managed by Johnny Wright / Wright Entertainment Group, Kevin Jonas / Simple Days Management and Philip McIntyre / Philymack Inc.

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