



## BURGER KING Restaurants Now Using Trans Fat Free Cooking Oils as Part of BK Positive Steps Nutrition Program

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Burger King Corp. (NYSE:BKC) announced today that all BURGER KING(R) restaurants nationwide are now cooking with trans fat free cooking oils. Furthermore, by Nov. 1, 2008, all BURGER KING(R) menu ingredients will contain zero grams artificial trans fat, including ingredients used in baked goods, par-fried and pre-portioned menu items.

The BURGER KING(R) system will be transitioning to two proprietary blends of three oils.

'Removing artificial trans fats from our cooking oils and ingredients is another example of our BK Positive Steps<sup>SM</sup> nutrition program,' said Burger King Corp. Chairman and Chief Executive Officer John W. Chidsey. 'Many BURGER KING(R) restaurants have been using trans fat free cooking oils for several months, and our customers tell us that their favorite menu items taste the same, or even better. This is a result of our rigorous operational standards, supply requirements, and extensive consumer taste tests.'

As part of the BK Positive Steps<sup>SM</sup> nutrition program, Burger King Corp. has executed a number of initiatives including: a pledge under the Council for Better Business Bureaus' (CBBB) Children's Food and Beverage Advertising Initiative to limit advertising to children under 12 years old to meals that meet Burger King Corp.'s strict nutrition guidelines, introduction of fresh fruit with BK(TM) Fresh Apple Fries, enhanced availability of nutrition information, and the use of 100% recyclable Kids Meal bags, among other initiatives.

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