

## Burger King Corp. Unveils Plans to Open First WHOPPER BAR At Universal Orlando Resort's CityWalk Complex

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Entertainment Hot Spot to be First Site of New, Non-Traditional BURGER KING Restaurant for WHOPPER Lovers

Burger King Corp. (NYSE:BKC) announced today plans to introduce the world's first WHOPPER BAR(TM) at Universal CityWalk in Orlando, Fla., in Spring 2009. The new concept, a condensed and more contemporary version of the typical BURGER KING(R) restaurant, was initially announced in March 2008. Universal CityWalk is Universal Orlando Resort's 30-acre restaurant, shopping and nighttime entertainment complex.

The company-owned and operated WHOPPER BAR(TM) at Universal CityWalk is the first of several such sites launching over the next six to 12 months. It boasts a smaller footprint, a modern look and feel and a WHOPPER(R) topper area to encourage customers to customize their orders. The menu will focus on the WHOPPER(R) sandwich and offer special renditions of the signature sandwich, such as the Angry WHOPPER(R), the Western WHOPPER(R) and the Ultimate Double WHOPPER(R).

'The WHOPPER BAR(TM) concept is ground-breaking for Burger King Corp. because it allows us to tap into new channels and reach customers in places where we traditionally found it difficult to operate,' said Chuck Fallon, president, North America, Burger King Corp. 'By signing the agreement to open the first WHOPPER BAR(TM) we are blazing a new path for the company.'

'This striking concept is a new generation of BURGER KING(R) restaurants,' said Russ Klein, president, global marketing, strategy and innovation, Burger King Corp. 'It's focused on serving the original HAVE IT YOUR WAY(R) burger in a forward-looking format designed for today's on-the-go burger lover.'

'Universal CityWalk is home to some of the world's most popular dining and entertainment brands, and is a place where our guests are accustomed to experiencing the very best,' said Bill Davis, president and chief operating officer for Universal Orlando. 'This fact makes CityWalk an ideal location for Burger King Corp. to launch its latest innovation.'

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