



Media News Alert

STRICTLY UNDER EMBARGO UNTIL 00.01AM - MONDAY 17TH NOVEMBER 2008

FARGUS EATS HIS WORDS

- Smoked BBQ Angus® launches with new 'Steve Fargus' marketing campaign -

Disbelievers beware! Denouncing the quality of the BURGER KING® beef could land you with a flame grilling, according to the company's latest integrated marketing campaign.

Devised by Crispin Porter + Bogusky, this new tongue cheek campaign comprises of a series of adverts featuring the character of Steve Fargus, who refuses to believe that Burger King can serve quality 100% certified Aberdeen Angus beef to the masses. The first 30 second advert airs on Monday 17th November and shows Steve Fargus an ordinary man, being outed as an Aberdeen Angus atheist.

Steve's faux-pas sees him followed about his daily business by a man who ensures everyone knows the error of Steve's ways – eventually forcing a video apology in a later 10 second advert airing on 28th November. The eight-week campaign also introduces the new Limited Time Offer Smoked BBQ Angus, made with 100%

certified Aberdeen Angus beef, with no additives or preservatives and topped with smoked bacon, smoked cheddar and BBQ sauce. Priced at £xx, the Smoked BBQ Angus will also be supported in restaurants across the UK with POP and POS.

Sarah Power, Marketing Director of BURGER KING® in UK and Eire says: “We are constantly looking at ways to improve and grow our quality offering and are really excited about the new Smoked BBQ Angus made with 100% certified Aberdeen Angus beef. This new advertising creative is a really effective way of communicating our quality credentials to our target audience in a funny and irreverent way and we look forward to developing the Steve Fergus storyline further!”

– ENDS –

For more information please contact the BURGER KING® press office at Cow PR on 0844 9670630 or email burgerking@cowpr.com

Notes to editors:

About BURGER KING®:

The BURGER KING® system operates more than 11,300 restaurants in all 50 states and in 69 countries and U.S. 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. To learn more about Burger King Corp. please visit the company’s web site at

www.burgerking.co.uk