



# News Release

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Strictly Under Embargo Until Monday 15<sup>th</sup> June 2009

## Britain's Got Flame

**- Burger King® launches celebrity FLAME™ fragrance to help beef up Britons-**

A perfume like no other wafts in to UK retailers today – FLAME™ is Britain's first fragrance with the hint of flame grilled beef, fronted by celebrity hotshot Piers Morgan and priced at a credit crunch busting £4.99.

Whilst other perfumes boast 'delicate', 'playful', 'captivating' or 'comforting' floral or fruity overtones, the new FLAME™ fragrance from Burger King® bucks the trend with a hint of flame-grilled beef. What's more, beyond helping Burger King®'s signature burgers to sizzle, the hint of flame-grilled beef is reputedly also a surprising scent of seduction!

Tracey Cox, relationship expert comments. "In a bizarre way, it makes sense that an animal scent would work better to attract women than scents that are totally different to a man's natural smell. Smell is incredibly important in attraction and anything that makes a guy smell more masculine could evoke a primitive Me-Tarzan, You-Jane type reaction from women."

Following unprecedented demand from across the globe, FLAME™ launches nationwide in gadget and gift shop, RED5 from 15<sup>th</sup> June 2009 with Selfridges & Co. as the launch partner. Hot on the heels of the hugely successful launch in the US last Christmas, FLAME™ became the ultimate Christmas stocking filler, selling out in just four days. As one of the most

reasonable celebrity scents on the market, priced at just £4.99, FLAME™ is sure to appeal to the pockets of hard up Brits who need a bit of beefing up in the current economic climate.

Commenting on the launch of the BURGER KING® FLAME™ fragrance, Sarah Power, Marketing Director, UK & Ireland said: "Customers love the taste of our world-famous flame-grilled beef, so we've bottled a hint of it to help people enjoy its unique power as a scent of seduction. In the current doom and gloom, FLAME™ is the perfect gift for another or yourself to make you feel totally irresistible, bringing back a bit of feel good factor again!"

**-ENDS-**

For more information, images of Piers Morgan or an interview please contact the BURGER KING® press office at Cow PR on 020 7234 9165 or email [burgerking@cowpr.com](mailto:burgerking@cowpr.com)

### **Notes to Editors:**

### **ABOUT BURGER KING CORPORATION:**

The BURGER KING® system operates more than 11,800 restaurants in all 50 states and in 74 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. In 2008, Fortune magazine ranked Burger King Corp. among America's 1,000 largest corporations and Ad Week named it one of the top three industry-changing advertisers within the last three decades. To learn more about Burger King Corp., please visit the company's Web site at [www.bk.com](http://www.bk.com)

### **About Red5:**

An innovative gift and gadget retailer with high street stores throughout the UK selling the latest design, tech, fun and unusual products from around the globe. RED5 also operates a transactional website, [www.red5.co.uk](http://www.red5.co.uk) <<http://www.red5.co.uk/>>. RED5 was started in 2005 and co-founded by Jonathan Elvidge, who founded the original gadget shop in 1991. In addition to high street stores, RED5 is proud to be concessioned within other leading brands such as Selfridges and Co. and House of Fraser, the RED5 brand is also present in other major high street retailers offering ranges of RED5 branded gifts.

For more details on our high street stores, please look up [www.red5.co.uk](http://www.red5.co.uk)

<<http://www.red5.co.uk/>> and click on Our Stores. Press enquiries please contact [pr@red5retail.com](mailto:pr@red5retail.com)

## Key Facts - Burger King:

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### Sales:

In fiscal 2008, BKC reported worldwide revenue of \$2.46 billion – an increase of 10 percent compared to the prior period. Record worldwide average restaurant sales of \$1.3 million, up 9 percent.

### Guests:

Over 11 million guests visit BURGER KING® restaurants worldwide each day.

### History:

- BKC was founded in 1954 in Miami, Fla., by James McLamore and David Edgerton.
- The WHOPPER® sandwich was introduced in 1957 and quickly became one of the best-known sandwiches in the world.
- There are 221,184 possible ways for a guest to order an Original WHOPPER® sandwich.
- BURGER KING® brand launched the HAVE IT YOUR WAY® marketing campaign in 1974.
- In 1966, the first international franchise restaurant opened in the Bahamas for the BURGER KING® brand.
- The BURGER KING® restaurant with the greatest altitude is in La Paz, Bolivia, at 11,000 feet above sea level.
- Budapest is home to the largest BURGER KING® restaurant worldwide.
- The 10,000th BURGER KING® restaurant in the world opened in Sydney, Australia, in 1998.
- On May 18, 2006, Burger King Corporation became a publicly traded company listed on the New York Stock Exchange under the symbol "BKC".