



# News Release

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6 May 2009

## **BK's New Senior Marketing Manager: A Tough Akhtar to Follow**

**-Manaaz Akhtar is appointed Senior Marketing Manager, UK and Ireland-**

Manaaz Akhtar has been appointed Senior Marketing Manager, Marketing Impact for BURGER KING® UK and Ireland, effective immediately.

In her four years at BURGER KING®, Manaaz has played an instrumental role in driving forward the success of the brand, including the hugely successful launch of the premium Angus Burger in 2006. As Senior Marketing Manager reporting to Marketing Director Sarah Power, Manaaz will oversee the Marketing Impact strategy for the UK and Ireland and will be responsible for UK marketing initiatives, ensuring that all communication activity is aligned with the BURGER KING® brand strategy.

Akhtar, 31, is a highly experienced marketing professional with an extensive knowledge of the UK Quick Service Restaurant sector. Prior to joining BK®, Manaaz previously held positions including Senior Brand Manager at Pizza Hut UK, and in TOTAL Petroleum, where she worked within the marketing team responsible for loyalty and local store marketing.

[Cont.]

Commenting on her appointment, Akhtar said: “ Over the last couple of years Burger King has developed a strong and integrated marketing approach that has contributed to the success of the business and helped to grow the brand. I look forward to continuing my work with the UK and Ireland team and build on this success.”

Akhtar is a keen traveller with a particular interest in the Far Eastern culture – having visited far-flung destinations such as Vietnam, Borneo and Singapore in the last twelve months alone.

**-ENDS-**

For more information please contact the BURGER KING® press office at Cow PR on 0207 234 9150 or email [burgerking@cowpr.com](mailto:burgerking@cowpr.com)

## **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)

## **Notes to Editors:**

### **Industry position:**

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.

### **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".