



News Release

29 March 2010

SO GOOD YOU'LL CHEAT ON BEEF...?

- BURGER KING® encouraging fast food infidelity... -

Determined to lure Whopper® devotees into the unknown, BURGER KING® have created an ingenious in-store 'disloyalty scheme' to mark the launch of the new Premium Chicken Tendercrisp® burger. The first of its kind, this scheme rewards customers for continuing to 'cheat on beef' with the new core menu premium chicken product.

The new Tendercrisp® burger, launched in restaurants just a week ago, is a crispy-coated burger made from 100% chicken breast topped with tomatoes, lettuce and mayonnaise, served on a corn-dusted bun.

Tendercrisp®'s accompanying advertising campaign kicked off on the 29th March 2010, introducing consumers to the Angry Cow. Already making a name for himself on the BURGER KING® Facebook fan page, the Angry Cow is disgruntled by cheating consumers choosing the new poultry product over a bovine burger.

BURGER KING® is well known for its extensive range of beef burgers, from the classic WHOPPER® to hard-hitting, limited time sandwiches such as the Angry® and Texican Whoppers®. Sarah Power, Marketing Director of BURGER KING® in the UK and Ireland explains why BURGER KING® has turned the tables on its beefy roots in favour of the humble chicken.

“We’ve worked hard to create a great tasting, premium chicken product that will tempt even the most ardent WHOPPER® and Angus fans – hence the ‘cheat on beef’ creative. Following hot on the heels of the hugely successful Crispy Chicken King Deal® we launched earlier this year, customers can’t seem to get enough of this new chicken product, reinforcing BURGER KING®’s position as the home of the best quality burger on the high street – whether it’s premium quality beef or chicken between the buns.”

The Tendercrisp® Premium Chicken burger will be a permanent fixture on BURGER KING® menus nationwide, with an RRP of around £3.99.

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For more information, images or a copy of the new advertisement, please contact the BURGER KING® Press Office at Cow PR on 020 7234 9150 or email burgerking@cowpr.com.

ABOUT BURGER KING CORPORATION

The BURGER KING® system operates more than 12,000 restaurants in all 50 states and in 73 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 *AdWeek* named it one of the top three industry-changing advertisers within the last three decades. To learn more about Burger King Holdings Inc., please visit the company’s Web site at www.bk.com <<http://www.bk.com>>