



News Release

BURGER KING CORP. AND SEATTLE'S BEST COFFEE TEAM UP TO OFFER FRESHLY-BREWED PREMIUM COFFEE IN BURGER KING® RESTAURANTS ACROSS CANADA

SEATTLE - June 8, 2010 – Burger King Corp. (NYSE:BKC) and Seattle's Best Coffee, part of Starbucks Corporation (NASDAQ: SBUX), today announced they have signed an agreement to begin offering Seattle's Best Coffee® in BURGER KING® restaurants across Canada this fall. Restaurant guests in Canada can now enjoy a great-tasting, freshly-brewed, premium cup of Seattle's Best coffee made from 100-percent *arabica* beans as part of BKC's commitment to enhancing the brand's beverage platform and breakfast menu.

“With more than 40 years of heritage in premium coffee, Seattle's Best Coffee brings a high-quality, great tasting cup of coffee to BURGER KING® restaurant guests,” said John Schaufelberger, senior vice president, global product marketing and innovation, Burger King Corp. “The addition of Seattle's Best Coffee expands on our HAVE IT YOUR WAY® brand promise by offering our guests even more beverage options and strengthens our ability to remain competitive in a continuously changing industry.”

“Canadians love coffee – it is the number one beverage consumed at quick-serve restaurants in Canada,” said Cameron Loopstra, senior marketing manager for BURGER KING® Restaurants of Canada, Inc. “We're excited to offer Seattle's Best Coffee to meet Canadians' coffee cravings and to further enhance the BK® breakfast menu that our guests already love.”

“After decades of experience in the premium coffee business, we are fully unleashing the power of the Seattle's Best Coffee brand,” said Michelle Gass, president, Seattle's Best Coffee. “We are pleased to be partnering with Burger King to complement their breakfast program. Together, we are making premium coffee far more accessible than it has ever been.”

Seattle's Best Coffee first started roasting coffee back in 1970, and today is one of the most recognized and approachable specialty coffee brands in the United States, and a growing brand in Canada. The distinctive, yet smooth taste profile of Seattle's Best Coffee comes from years of experience in sourcing and roasting the highest-quality beans, creating truly satisfying and delicious blends.

Seattle's Best Coffee will replace BKC's current BK JOE® coffee program.

ABOUT BURGER KING CORPORATION

The BURGER KING® system operates more than 12,100 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. (BKC) among America's 1,000 largest corporations and in 2010, Standard & Poor's included shares of Burger King Holdings, Inc. in the S&P MidCap 400 index. BKC was recently recognized by Interbrand on its top 100 "Best Global Brands" list and Ad Week has 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.

ABOUT SEATTLE'S BEST COFFEE

Founded in 1970, Seattle's Best Coffee, LLC has more than 550 specialty coffee cafes and kiosks in the U.S. and Canada including an expanding franchising program. Its packaged coffee is available in supermarkets across the U.S. and Canada and its recently introduced ready-to drink iced lattes are available in the Western U.S. Seattle's Best Coffee is also brewed at more than 15,000 locations, such as college campuses, restaurants, hotels, airlines and cruise lines. Seattle's Best Coffee's smooth roasting delivers a rich and balanced *Uncommonly Smooth*[™] taste. Seattle's Best Coffee is a featured brand within Starbucks Corporation (NASDAQ: SBUX). For more information, please visit Seattle's Best Coffee online at www.seattlesbest.com.

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