

Burger King Restaurants of Canada, Inc.



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Burger King® Canada Declares January 27th "Free Fries Friday"

Guests Are Invited To Sample New Thicker-Cut Fries Free Of Charge All Day

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Editors Note: There is a photo associated with this press release.

TGI...Fries Day! Burger King Restaurants of Canada, Inc. is celebrating its new crispier, thicker-cut fries by declaring this Friday, January 27th "Free Fries Friday." To celebrate, guests are invited to visit a participating BURGER KING® restaurant and enjoy a complimentary small size order of new fries, with no purchase necessary, while supplies last.

The new fries at BURGER KING® offer a thicker cut of potato to give each bite a more fluffy, potato flavour on the inside and crispy, golden-brown deliciousness on the outside. The thicker-cut fries will also make a great addition to the popular poutine menu offerings at BURGER KING® restaurants - the Classic Poutine and POUTINE WITH BACON.

"We already have one of the most iconic burgers in the business, so our hope is to earn the same acclaim for our fries," said Lucy Todish, director of marketing for Burger King Restaurants of Canada, Inc. "Take advantage of 'Free Fries Friday' by stopping into your local BURGER KING® restaurant to taste the difference first-hand."

The new fries are available now at all BURGER KING® restaurants across the U.S. and Canada.

ABOUT BURGER KING CORPORATION

Founded in 1954, BURGER KING® is the second largest fast food hamburger chain in the world. The original HOME OF THE WHOPPER®, the BURGER KING® system operates approximately 12,400 locations serving over 11 million guests daily in 79 countries and 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 October 2010, Burger King Corp. was purchased by 3G Capital, a multi-billion dollar, global investment firm focused on long-term value creation, with a particular emphasis on maximizing the potential of brands and businesses.

For more information on 3G Capital, please go to <http://3g-capital.com>. To learn more about Burger King Corp., please visit the company's website at www.bk.com or follow us on Facebook (www.facebook.com/burgerking) and Twitter (www.twitter.com/burgerking).

To view the photo associated with this press release, please visit the following link:
<http://www.marketwire.com/library/20120120-BKbig.jpg>

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