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### Burger King Goes Back to the Super Bowl

by Adrienne Hayes

Burger King Corporation Joins Starting Line-Up of Advertisers at Super Bowl XL  
PR Newswire | 7 hours 48 minutes ago

MIAMI, Jan. 9 /PRNewswire/ -- After an 11-year hiatus, Burger King Corporation (BKC) will return to Super Bowl advertising with a 60-second spot, created by Crispin Porter + Bogusky, scheduled to air in the second pod of ads immediately following kickoff of Super Bowl XL in Detroit on Feb. 5 on ABC. Additionally, starting Jan. 9, BURGER KING(R) restaurants across the country will give customers a chance to go to the big game by participating in the Super Bowl XL "Text To Score" Sweepstakes powered by Sprint.

"Burger King Corporation has enjoyed a very successful partnership with the National Football League all season long, and we wanted to take full advantage of this enormous world stage to provide sports fans and restaurant guests with another memorable experience," said Russ Klein, chief marketing officer, BKC. "We hope the Super Bowl audience will find the BURGER KING(R) ad an entertaining addition to the gridiron action on game day."

Watched by more than 133 million viewers in the U.S. last year, the Super Bowl is annually the nation's highest-rated TV program. The game will be broadcast to a potential worldwide audience of 1 billion in more than 225 countries and territories.

During the three-week sweepstakes "blitz," which ends Jan. 30, guests will text a 10-digit unique entry code found on NFL-themed BK(TM) Chicken Fries packaging for a chance to win exciting prizes, including 20 trips for two to this year's Super Bowl XL game.

One sweepstakes entry code can be found on every 6-piece and 9-piece BK(TM) Chicken Fries container. Plus, just in time to feed hungry football-frenzied fans, BURGER KING restaurants are introducing a new 36-piece BK(TM) Chicken Fries Party Pack featuring four "Text to Score" Sweepstakes entry codes, giving guests even more chances to win.

Other sweepstakes prizes include: five trips for two to this year's Pro Bowl game in Hawaii on Feb. 12, two 2006 HUMMER H3 vehicles, 10 Samsung Plasma 40" Wide LCD TVs, 400 Visa gift cards loaded with \$40 each, 200 EA SPORTS Madden NFL 06 Xbox 360 Video Games and 200 "Super Bowl Moments" DVDs from Warner Home Video. Visit <http://www.nflyourway.com/> for complete sweepstakes details and NFL-themed content.

A new series of NFL-themed television ads featuring the King going head-to-helmet again with the pros will support the promotion and begin airing Jan. 9.

Burger King Corporation is also teaming up with the NFL and U.S. Figure Skating Association to offer kids and families a choice of eight unique handheld electronic games with the purchase of a Kids Meal while supplies last. Kids can HAVE IT YOUR WAY(R) with a choice of four electronic football games and four electronic figure skating games available at more than 7,000 BURGER KING(R) restaurants nationwide from Jan. 9 through Feb. 5, 2006.

#### About Burger King Corporation

The BURGER KING(R) system operates more than 11,000 restaurants in all 50 states and in more than 60 countries and territories worldwide. Approximately 90 percent of BURGER KING(R) restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades.

Burger King Holdings Inc., the parent company, is private and independently owned by an equity sponsor group comprised of Texas Pacific Group, Bain Capital and Goldman Sachs Capital Partners. To learn more about BURGER KING(R), please visit the company's Web site at <http://www.burgerking.com/>.

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