



BURGER KING® Canada introduces a WHOPPER® of a Canadian burger

Canadian WHOPPER® debuts with Canadian cheddar and Canadian bacon

TORONTO, ON (April 5, 2005) – BURGER KING® Canada has taken an international icon and created an instant Canadian classic with the introduction of the Canadian WHOPPER®.

"We've taken the famous WHOPPER® and given it a uniquely Canadian flavour," says Lisa Brenneman, Manager of Research and New Product Marketing at BURGER KING® Canada. "As an exclusively Canadian burger, the Canadian WHOPPER® gives our customers another way to enjoy this BURGER KING® favourite."

Served on a traditional WHOPPER® bun, the Canadian WHOPPER® includes a 100 per cent Canadian beef patty, real Canadian cheddar cheese, and Canadian peameal back bacon, as well as all the traditional toppings, including onions, crispy lettuce, tomato, pickles, mayonnaise and ketchup.

With a suggested retail price of \$3.99, the Canadian WHOPPER® is now available at BURGER KING® Restaurants until May 15. The Original WHOPPER® sandwich will remain on the menu throughout the Canadian WHOPPER® promotion.

WHOPPER® fast facts:

- ▶ The Canadian WHOPPER® represents the first Canadian take on this American icon.
- ▶ There are 1,024 possible ways to order an Original WHOPPER® Sandwich.
- ▶ The Original WHOPPER® Sandwich was introduced on the menu for 37 cents in 1957.
- ▶ On March 31, 1999 BURGER KING® Corporation (BKC) announced the launch of the "new" Left-Handed WHOPPER® as an April Fool's joke that garnered national media attention. In the announcement, BKC claimed to have re-engineered the WHOPPER® to fit more comfortably in the left hand, thereby reducing condiment "spills" for left-handed hamburger lovers.
- ▶ The most popular way to order an Original WHOPPER® Sandwich is "hold the onions" while the favorite topping on a WHOPPER® is cheese.

BURGER KING® Canada is committed to using only high quality, 100 per cent Canadian beef for all of the burgers on its menu and is an active supporter of the Canadian beef industry, purchasing 16.5 million pounds of beef each year.

Canadian CROISSAN'WICH® introduced

BURGER KING® has also introduced the Canadian CROISSAN'WICH®, also as a limited time offer. The Canadian CROISSAN'WICH® comes with real Canadian cheddar cheese, Canadian peameal back bacon and egg, all served on a buttery croissant.

About Burger King Corporation

The BURGER KING® system operates more than 11,000 restaurants in more than 61 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.

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. In fiscal year ending June 30, 2004, BURGER KING® Corporation had system-wide sales of \$11.3 billion. To learn more about BURGER KING®, please visit the company's Web site at <http://www.bk.com>.

For more information:

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