



PRESS RELEASE

12 December 2012

BURGER KING® Celebrates “The Hobbit: An Unexpected Journey”™ Film Premiere Event

PETALING JAYA, 12 December 2012: BURGER KING®, the second largest fast food burger chain in the world, in partnership with 20th Century Fox Malaysia, is proudly celebrating the theatrical release of “The Hobbit: An Unexpected Journey”™ today in Cathay Cineplexes, e@curve, Petaling Jaya. As part of the special promotional activities, BURGER KING® feted over 200 lucky customers to be among the first to catch the premiere of the long-awaited film.

Directed by the Academy Award®-winning filmmaker Peter Jackson, “The Hobbit: An Unexpected Journey,”™ is the first of a trilogy of films which is based on the beloved children’s literature, The Hobbit, by J.R.R. Tolkien. The film follows the journey of Bilbo Baggins who is approached by the wizard, Gandalf the Grey, to join a company of thirteen dwarves led by the legendary warrior, Thorin Oakenshield. Their journey will take them into the Wild; through treacherous lands brimming with Goblins and Orcs, deadly Wargs, Shapeshifters and Sorcerers.

“BURGER KING® is proud to collaborate with 20th Century Fox Malaysia to present an exclusive screening of the highly anticipated “The Hobbit: An Unexpected Journey”™ one day early just for our friends and customers. As a brand that always puts our customers first, we are thrilled to be able to treat over 200 lucky customers to this exciting film premiere. This campaign is one of the many promotional activities that we have done over the past year as part of our transformation plan aimed at increasing brand awareness amongst Malaysian consumers,” said Ahmad Fariz Hassan, Chief Operating Officer of Cosmo Restaurants Sdn Bhd, the local franchisee for the brand.



The BURGER KING® network has grown aggressively this year with 15 new outlets opened since the local franchise was acquired in September 2011 by government-linked private equity fund management company, Ekuiti Nasional Berhad (Ekuinas). Since then, BURGER KING® Malaysia has implemented its transformation plan which encompasses a more aggressive marketing campaign to support the opening of new outlets in rapid succession throughout the country. The latest outlets are at the Medini Mall in Legoland, at Dataran Pahlawan in Melaka and at KB Mall in Kota Bharu, Kelantan.

BURGER KING® introduced the exclusive “The Hobbit Meal” promotion beginning 26 November 2012 where The Hobbit Meal, with options of Beef or Chicken, are filled with crunchy delicious onion rings, topped with a special sauce. Customers who purchase the Large Hobbit Meals are also given complimentary exclusive limited edition “The Hobbit Meal” notepads which feature favourite characters from the film such as Bilbo, Gollum, Thorin and Gandalf.

Apart from “The Hobbit Meal”, BURGER KING® is also taking one lucky customer and a partner to New Zealand where “The Hobbit” trilogy was and is still being filmed. Beginning 1 December 2012, customers who buy two Hobbit Meals in one single receipt stand a chance to win two air tickets to New Zealand or six new iPads. All they need to do is answer the questions on the entry forms which are available at all BURGER KING® outlets in Malaysia except KLIA and East Malaysia. The contest ends on 13 January 2013.

For more information please visit www.burgerking.com.my/ or BURGER KING®'s Facebook page www.facebook.com/bkmalaysia.

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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 in 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://www.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](#) and [Twitter](#).

ABOUT COSMO RESTAURANTS SDN BHD

The BURGER KING® brand first arrived on Malaysian shores in 1997 when Cosmo Restaurants Sdn Bhd opened the first outlet at the Sungai Buloh Overhead Bridge. Today, the franchise holder which owns the development rights for the BURGER KING® brand in Malaysia, excluding KLIA and East Malaysia, reaches out to discerning Malaysian customers via its rapidly expanding network of 29 outlets and counting. Among the top QSR (Quick Service Restaurant) chains in the country, its growing customer base enjoys the best-selling, signature flame-grilled WHOPPER sandwiches as well as other top BK favourites while dining and relaxing with family and friends at its outlets, or in the comforts of home and office when they order to go or call for its speedy delivery service. All BURGER KING® beef and chicken patties are 100% certified Halal and the company only uses fresh vegetables that are locally sourced from around Malaysia.

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