



PRESS RELEASE

26 November 2012

BURGER KING® Paves the Way for “The Hobbit: An Unexpected Journey”™

KUALA LUMPUR, 26 November 2012: BURGER KING®, the second largest fast food burger chain in the world, is bringing the magic, mystery and adventure of “The Hobbit: An Unexpected Journey”™ to customers across Malaysia with its new Hobbit Meal, available from today at all BURGER KING® outlets. 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 classic children’s literature, The Hobbit, by J.R.R. Tolkien.

Premiering on 13 December 2012, BURGER KING® is teaming up with 20th Century Fox Malaysia to give customers a taste of the highly anticipated film through exclusive “The Hobbit Meal” promotions beginning today. The Hobbit Meal, with options of Beef or Chicken, are laden with crunchy onion rings, topped with a special sauce, whilst an exclusive limited edition “The Hobbit Meal” notepad is given complimentary to customers who purchase the Large Hobbit Meals. These collectible notepads feature four favourite characters from the movie namely Gollum, Bilbo, Gandalf and Thorin.

Keith Loh, Director of Marketing, BURGER KING® Malaysia said, “We are excited to be able to share the excitement of the epic film with our customers and as a special treat, we are giving our customers a chance to win two return air tickets to New Zealand to see for themselves the beautiful and breathtaking sceneries 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 the tickets to New Zealand or six new iPads. All they need to do is answer the questions on the entry forms, available at all BURGER KING® outlets in Malaysia except KLIA and East Malaysia, and submit the entry forms by 13 January 2013.

COSMO RESTAURANTS SDN BHD

No. 11 & 13, 1st & 2nd Floor, Wisma Lau Chung, Jalan Tun Perak, 50050 Kuala Lumpur, Malaysia
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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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