

**Council of Better Business Bureaus
Children's Food and Beverage Advertising Initiative
Burger King Corporation's Second Supplement to Pledge
Date: October 13, 2008**

New Side Item and Beverage Commitment

Burger King Corporation may advertise its Kids Meal that meets its Nutrition Criteria as articulated in its First Supplemental Pledge dated July 2008. In addition, Burger King Corporation will now advertise an individual side dish or beverage item that is part of the approved Kids Meal. Either the approved Kids Meal or the approved side dish or beverage item will be featured in 100% of Burger King Corporation's advertising primarily directed to children under age 12 for the remainder of 2008 and beyond.¹

- The current approved Kids Meal consists of KRAFT® Macaroni & Cheese, BK™ Fresh Apple Fries with low-fat caramel dipping sauce, and HERSHEY'S® 1% Low Fat Milk.
- The current approved individual side dish is BK™ Fresh Apple Fries with low-fat caramel dipping sauce.
- The current approved individual beverage is HERSHEY'S® 1% Low Fat Milk.

Nutritional Support

The nutritional information for these menu items is outlined in Burger King Corporation's July 2008 Supplemental Pledge.

In addition to being part of the nutritionally-compliant Kids Meal, the approved individual side dish and beverage items also help promote the consumption of fruit and low-fat milk, two of the four foods that are recommended by the Dietary Guidelines for Americans as "Food Groups to Encourage."²

These foods are recommended because they are generally under-consumed by the American population, including children, and are likely to provide important health benefits to most Americans.

Implementation Schedule

- The advertising of approved individual side dish or beverage items will go into effect immediately.

¹ Burger King Corporation does not market to children under 12 via national radio and acknowledges that Radio Disney is defined as the only radio network primarily directed at children under 12.

² U.S. Department of Health and Human Services and U.S. Department of Agriculture. Dietary Guidelines for Americans, 2005. 6th Edition, Washington, DC: U.S. Government Printing Office, January 2005.