

**Council of Better Business Bureaus  
Children's Food and Beverage Advertising Initiative  
Burger King Corporation's Fifth Supplement to Pledge  
Date: August 12, 2009**

***Amendment to Advertising Pledge***

As part of its Pledge to the Children's Food and Beverage Advertising Initiative of the Council of Better Business Bureaus, Burger King Corp. has committed to restrict 100% of its national television, radio, print and internet advertising primarily directed to children under 12 years old to Kids Meals that meet its stringent nutrition criteria.

In addition, Burger King Corp. is strengthening its pledge by committing to advertise only pledge-approved Kids Meals or an individual side dish or beverage item that is part of the approved Kids Meals via In-Restaurant Merchandising<sup>1</sup> primarily directed to children under 12 years olds. For example, In-Restaurant Merchandising materials, such as Kids Meal bags, could feature a promotional toy with an image of an approved Kids Meal or an approved side dish or beverage item.

***Nutrition Criteria***

Burger King Corp.'s stringent nutrition criteria for Kids Meals (consisting of an entrée, side dish and beverage) is defined as:

- No more than 560 calories per meal;
- Less than 30 percent of calories from fat;
- Less than 10 percent of calories from saturated fat;
- No added trans fats;
- No more than 10 percent of calories from added sugars;
- No more than 600 milligrams of sodium; and
- A "good source" or "excellent source" of at least two of the following nutrients: calcium, fiber, potassium, magnesium, vitamin E.

***Implementation Schedule***

- The advertising of approved BK® Kids Meals via in-store merchandising has been in effect since July 2008.

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<sup>1</sup> "In-Restaurant Merchandising" means the following: in-restaurant commercial messages at BURGER KING® restaurants that are printed on those merchandising elements specifically designated as Kids Meal Merchandising materials, which may include Door Decals, Under Counter Banners, Permanent Merchandising Unit (PMU) Posters, Kids Meal bags, Kids crowns, and Drive Thru Translites (i.e. merchandising elements at the point of order on drive thru menu boards that feature Kids Meal menu promotions and graphics) and are primarily directed to children under 12 years old. In-Restaurant Merchandising does not include: menus/menu boards or packaging (other than Kids Meal bags).