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SANDUSKY, OHIO 44871

September 9, 2005

Burger King
5505 Blue Lagoon Drive
Miami, FL 33126
ATTN: Public Relations an/or Marketing Department

Dear Kings of the Burger World,

Number one, right of the top, let me say that I love your burgers better than McDonald's, Wendy's, Hardees, White Castle, and Rally's. But I have problems with your public relations and marketing departments on two fronts that I would like you to address.

First, I have an issue with a Burger King coupon that I won. A while ago, I got a coupon for a free apple pie in conjunction with the release of the Spiderman 2 movie. The coupon has no indication of the end of this promotion or any expiration date; however, when I recently tried to redeem my coupon for a free apple pie, an employee at your local store denied my request. She told me that the promotion was over and that my coupon was no longer valid.

I was dismayed that I could not have my free apple pie when the coupon had no expiration date. I am enclosing a photocopy of my coupon so that you can see what I say is true. Included with the photocopy is a current newspaper headline and date so that you can verify that this is a current photocopy and not an older copy of a coupon that I redeemed long ago. I would send you the original coupon, but I don't want to risk forever losing my single solitary article of proof to some unscrupulous mail room clerk. (I knew a mail room clerk in Toledo who once offered to sell secrets to a competitor, so I distrust mail room clerks generally as a whole).

Second, I recently read my Burger King french fry box and was somewhat alarmed at the cavalier attitude you seem to have regarding employee laziness and lack of attention to the job at hand.

Quoting from your fry box: "Occasionally, you'll get an onion ring that doesn't play by the rules. An outsider. A lone loop in a sea of spuds. A Ringer. But don't be alarmed. This is a good thing. An extra treat. Though Ringers may not appear often, if they did, would they really be so special?" TM & © 2004 Burger King Brands, Inc. all rights reserved.

While I realize this is a creative way to put a positive spin on this issue by your public relations department, don't you think people are smart enough to see through this pitch? I mean, the real reason for "Ringers" is due to Burger King deep fry workers with less than 100% dedication to

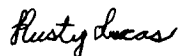
their jobs. These “Ringers” are orphans left floating in the deep fryer, or maybe stray rings in the fry scooping bin. If your employees simply paid attention to doing their jobs, this wouldn’t happen. My probation officer once said to me: “A job worth doing is worth doing well.”

I wonder if some other companies took your approach, what creative ideas they might come up with: “Rat poop in our meat, it’s an occasional tasty treat!” or maybe Wendy’s, one of your burger competitors, could take a spin on the old catch phrase of that chicken place: “In San Jose, sometimes our chili is finger licking good! ... literally.”

If I tried hard enough, I could put a positive spin on any negative aspect in the food service industry, but is that really the best way to address the signs of a deeper rooted problem? I think you should ditch the “Ringer” campaign and spend more time training your employees to keep these renegade onion rings out of my french fries. When I order fries, I don’t want a stray onion ring in there. That one ring is taking up space that should be occupied by four or five fries. Ringers are NOT a good thing. They are NOT an extra treat and they are NOT special. They are evidence of an employee mistake due to lax quality control standards. It is your employees, not the onion ring, that “doesn’t play by the rules”.

Please address these two issues. Understand this one thing... I want to HELP you stay on top of the burger world, not tear you down. You are better than this. A lesser supporter might have boycotted your stores for the ambiguous coupon and/or renegade Ringer policies.

Sincerely,



Rusty Lucas

p.s. Do you still have any of those old orange big baseball caps that you used to feature prominently in your stores and television commercials in the late 1970’s? Please send me a free Burger King baseball cap! I want to wear it the next time I go to McDonald’s. I won’t buy any food there, I will just get a cup of coffee and sit prominently near the counter displaying my Burger King cap to all who enter! They can’t throw me out as long as I buy something there!

BUSINESS

The Morning Journal

THURSDAY
September 8, 2005

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t drive country into re

at gasoline prices in September at percent higher than percent in midsummer. could be near, giving average retail price unleaded gasoline y 46 cents last week or gallon, 34 percent

gross domestic product, could be reduced by between 0.5 percentage point and a full percentage point for the second half of this year but this downshift in growth should be temporary as long as gasoline prices retreat to pre-Katrina levels.

Assessing the situation

The government released its first official estimate of the economic impact of Hurricane Katrina on Wednesday.

