

# News release

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News Release: Burger Kings patties are 100% pure beef We have received reports that our Chinese community s are being wary that our Burger King outlet in their areas might have been contaminated with horsemeat as alleged in the news. This is to assure our Chinese consuming public that Burger King uses 100% pure beef in all its patties under a very strict company specifications about the quality of its beef. To be sure, we conduct a recent test on our meats and all tests yielded negative on the presence of horsemeat. Burger King CEO Bernardo Hees personally oversaw the test and assured " I have been confident that were no horsemeat in our patties because it is not our practice to mix inferior meats with our products. But just to allay the Chinese community's concern, we conducted a test and the result is negative".

Also, as a conscientious company that is committed to delivering highest possible quality of burgers to its Chinese consuming public, Burger King agrees with the Environment Secretary Owen Paterson said it was " completely unacceptable" that consumers were being sold food that contained horse in place of beef" of which Burger King will never consider of mixing horsemeat with its beef patties.

Burger King initiated its own internal meat testing on all its meat components to verify if the company is affected by the horsemeat scandal that permeated in UK and Ireland. This is ahead and separate from the government's mandate to test all processed beef products for authenticity to double check that indeed we only give 100% beef grade meat to our customers. To assure the consuming public about the quality of Burger King's meat, we extended the checks to other components of the business

and performed a thorough quality inspection among our process and suppliers. In the process, we also would like to inform the consuming public and the regulatory authorities that Burger King severed all business ties with suppliers who were accused of the horsemeat scandal. This is the company's effort to remove any possible contamination of horsemeat among Burger Kings meat products that would undermine the company's commitment to its consuming public that it will only offer 100% highest quality beef in its burger patties.

It is unfortunate that there are several businesses that do not enforce the highest ethical practice in their business operations that prompted them to mislabel their products or defraud their customers with the quality of content of their products. Burger King condemned this to be fraudulent and misleading business practice that puts the consuming public's health at risk. It also inadvertently damages the reputation of other companies who are taking extra diligence in being a conscientious business organization.

Among the values promoted and practiced by Burger King in all its business operation is quality, honesty and integrity. Thus, mislabeling our products is never entertained by Burger King because it is not consistent with our company values.

It is hoped that our valued consuming public will have peace of mind with our products that indeed it is horsemeat free. Rest assured that what we offer are only 100% beef from 100% quality suppliers and all process are checked to ensure that quality food are being offered to our customers. We hope that the issue is clarified and we are hoping for the continued patronage of the Chinese community. Thank you.