

MYSTARBUCKSSTORY.COM PARTNER VIDEO CONTEST OFFICIAL RULES

This Contest is intended for participation by legal residents of Canada (excluding Quebec) and the 50 United States, the District of Columbia only, and who are 18 years or older who are employees of Starbucks Corporation who are employed at time of entry and who remain employed through the date of the prize award; who have a "meets expectation" rating or better or otherwise in good standing with their manager ("Entrant" or "Eligible Partner") as of October 5, 2009 through December 17, 2009.

These rules apply to the MyStarbucksStory.com Partner Video Contest ("Contest") being conducted by Starbucks Corporation, 2401 Utah Ave. South, Seattle, WA 98134 ("Sponsor"). This Contest starts 12:00:01 AM Pacific Standard Time ("PST") on October 5, 2009 and ends on November 6, 2009 at 5:00 PM PST ("Contest Period").

NO PURCHASE NECESSARY TO ENTER OR CLAIM A PRIZE.

1. Contest Dates and Times: The Contest starts 12:00 AM Pacific Standard Time ("PST") on October 5, 2009 and ends at 5:00 PM PST November 6, 2009. The Contest shall have two (2) phases: Phase I shall be the Contest Period in which Entrants submit their Entry (defined below); Phase II shall be the voting period which is from November 30, 2009 through December 13, 2009 at 5:00 PM PST ("Voting Period"). The five (5) finalists chosen by the Sponsor will be notified prior to the launch of the voting site. The winner will be announced on December 17, 2009.

2. Eligibility: Contest is open to: a) all legal residents of Canada (excluding Quebec); b) all legal residents of the fifty (50) United States and the District of Columbia; c) employees of Starbucks Corporation who are 18 years of age or older at time of entry; d) employees of Starbucks Corporation who are employed at time of entry and who remain employed through the date of the prize award; e) employees of Starbucks Corporation who have a "meets expectation" rating or better or otherwise in good standing with their manager as of October 5, 2009 through December 17, 2009. Entrants, by participating in the Contest, agree to be bound by these Official Rules and the Sponsor's decisions. Void where prohibited or restricted by law. The Contest is subject to all applicable federal, state, provincial and local laws and regulations.

3. How to Enter: All entries must be submitted online at www.MyStarbucksStory.com. Entrants may submit their video submission ("Entry") as follows: an original video no longer than two (2) minutes in length in any language and must be submitted in the following movie file formats: .avi, .mov, .asf, .wmv, .mpg, mpeg. The maximum file size accepted is 75MB. Only one Entry per Entrant during the Contest Period will be accepted. All Submissions must be received by 5:00 PM PST on November 6, 2009 which is the last day of the Contest Period. Your Submission should best convey, illustrate, describe, explain, etc, your or your groups' experience and how working with Starbucks fits into your life as outlined in Contest FAQ.

4. CONTEST RESTRICTIONS: The Entry must be the original work of the Entrant and must be owned by the Entrant and does not feature, refer to, or mention any competing brands of the Sponsor. The Entry must not have been submitted in any other competition or previously published (i.e., shown to anyone outside of your family or close friends). Modifying, enhancing or altering a third party's pre-existing work does not qualify as Entrant's original creation. Entry must be in keeping with Sponsor's image (does not defame, misrepresent, or contain disparaging remarks or any other content which could adversely affect the name, reputation or goodwill of the Sponsor or any other individuals and/or entities, does not contain pornographic or sexual content, hateful content of any kind (including without limitation racism, sexism, etc.), content which promotes violence or harm to another living creature, or any other offensive, obscene or inappropriate content), as determined in the sole discretion of the Sponsor, nor can it defame or invade publicity rights or privacy rights of any person, living or deceased, or otherwise infringe upon any person's personal or property rights, including but not limited to, intellectual property

rights. Sponsor's right to use the Entry shall not be restricted. Any Entrant, whose Entry includes the name, image, voice, picture or likenesses of third party or element not owned by the Entrant such as, but not limited to depictions of buildings, trademarks or logos, ("Third Party Elements") must be able to provide legal releases for use of all Third Party Elements by Sponsor in a form satisfactory to Sponsor at the time of prize notification. Sponsor will provide the appropriate release forms to finalists at time of prize notification. Entries that are incomplete or do not comply with these official rules ("Official Rules") in any way are subject to disqualification. No correspondence regarding Entry will be acknowledged or exchanged with Entrants except as provided herein. Upon submission of Entry, Entrant grants Sponsor the right to use, publish, adapt, assign, edit, dispose of, and/or modify such Entry and the concepts and Third Party Elements embodied therein in any way, in commerce and in any and all media worldwide, without limitation or approval by or compensation to the Entrant and Entrant may be required to sign a release to that effect. Submission of an Entry further constitutes the Entrant's consent to irrevocably assign and transfer to the Sponsor any and all rights, title, interest and claim, which he/she now has or may have in the future, to the Entry, and the concepts and Third Party Elements embodied therein, including without limitation, the copyright therein. Such rights, title and interest shall include, but are not limited to, all intellectual property, sales, and licensing rights. Upon submission, all Entries will become the sole property of the Sponsor and will not be returned or acknowledged. "Entry" is defined, for purposes of this Contest, the video that is submitted by the Entrant. Personal information including name, address, city, state, zip, email, and telephone number collected from an Entrant will be used only for the purpose of judging the Contest and to notify the Entrant in the event his/her Entry is chosen as a finalist or as the Grand Prize Winner, and will not be re-used, sold or shared in any manner by Starbucks (the "Sponsor"), or any third parties unless entrant has opted-in to receive additional information and promotional materials from Sponsor. Once the Contest has ended, all information supplied by Entrants who opt not to receive additional information will be removed from the database.

The Sponsor reserves the right to review all Entries received and to only post Entries on Sponsor's websites, including but not limited to, the Starbucks website, www.MyStarbucksStory.com and Starbucks Facebook and YouTube pages that conform to these Official Rules, as determined by the Sponsor in its sole discretion. Entries that do not comply with these Official Rules as determined by the Sponsor, in its sole discretion, will be subject to disqualification from the Contest and removal from the contest site. The Sponsor reserves the right to take down any Entry from the Site at any time, for whatever reason, including subsequent determination that an Entry does not comply with these Official Rules.

5. JUDGING AND WINNER SELECTION: Judging Entries for this Contest will occur as Entries are received and will end on the last day of the Contest Period as noted above. The Entries will be judged by a panel of judges selected by the Sponsor whose decisions are final and binding in all matters relating to the Contest. The best valid Entry for this Contest, as determined by the judges, based upon, among other things: Originality (25%), Creativity (25%), Appeal to Worldwide Audience (25%) and A Clear Description of How Working at Starbucks Brings Significant Meaning to the Starbucks Partner (25%), for a total of 100 points. The Entry that receives the highest points amongst all eligible Entries received during the Contest Period using the above criteria will be declared as one of the five finalists that will be selected on or about November 23, 2009. (Subject to validation and verification of eligibility and compliance with all terms and conditions set forth in the Official Rules). Decisions made by the judges are final and binding. Online voting by viewers will determine the overall winner from the selected five (5) finalists. The winning Entry will be announced on December 17, 2009. In the event of a tied score during the Voting Period, the Entry that received the most points for originality will be declared the winner and in the event of a further tie, the entry that scored the most points for technical execution will be declared the winner.

6. THE PRIZE FOR THE CONTEST IS AS FOLLOWS:

One (1) Grand Prize: The winning Entry will be displayed on the internet, including but not limited to, the Starbucks website, Starbucks Facebook page and YouTube.

No prize substitutions, transfer, cash equivalent or assignment of prizes allowed, except at the sole discretion of the Sponsor due to unavailability in which case a prize of equal or greater value will be substituted. All taxes and any incidentals and other expenses associated with the prize and not specified herein as being awarded are the winner's sole responsibility.

7. NOTIFICATION: Potential grand prize winners for the Contest will be notified by e-mail by the Sponsor approximately one-two days after the Contest Period end date. Each of the potential winners may be required to complete and sign an Affidavit of Eligibility/Travel/Liability/Release, and, where legal, a Publicity Release and IRS form W-9, all of which must be returned within five (5) calendar days via the method specified by Sponsor at no cost to the Entrant. If the above documents are not received within the time period, if the prize notification is undeliverable, or in the event of noncompliance with the official rules, the prize will be forfeited and awarded to the Entrant who has received the next highest number of points. By entering the Contest, Entrants agree to the use by Sponsor and its designees of their name and photograph/likeness for advertising, promotional and other purposes, worldwide and in perpetuity, in any and all forms of media, now known or hereafter devised (including and without limitation, the Internet) without additional compensation, except where prohibited by law. Upon request, winners consent to such in writing.

8. Limitation of Liability: By participating in the Contest, Entrants agree to release, indemnify and hold harmless Starbucks Corporation, Starbucks Licensed Concepts, and all their respective parents, affiliates, subsidiaries, advertising and promotions agencies, and each of their respective agents, representatives, officers, directors, shareholders, and employees (collectively, "Releases") from and against any injuries, losses, damages, claims, actions, or liability of any kind resulting from or arising from participation in the Contest or acceptance, possession, use, misuse or nonuse of any prize (including any travel related thereto) that may be awarded. This Contest and these Official Rules shall be interpreted in accordance with the laws of the State of Washington without regard to its principles of conflicts of law. Jurisdiction and venue shall be solely within the State of Washington relating to the administration of the Contest. Releases are not responsible for computer, technical, printing, typographical, human or other errors relating to or in connection with this Contest, including, without limitation, errors which may occur in the administration of the Contest, the announcement of the prize, the processing of Entries or in any Contest related materials; or for transactions that are lost, stolen, late, misdirected, damaged, incomplete, or illegible entries or postage due mail; entries that fail to enter into the processing system, or are processed, reported, or transmitted late or incorrectly or are lost for any reason including computer, telephone, paper transfer, human or other error; or for electronic, computer, or telephonic malfunction or error, or process any transaction thereon. If in the Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, or if computer virus, bugs, unauthorized intervention, fraud, or technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Contest, the judges reserve the right at their sole discretion to disqualify any individual who tampers with the entry process and or void any Entries submitted fraudulently, to modify or suspend the Contest, or to terminate the Contest or that portion of the Contest relating to the suspected or actual tampering of the Contest, and to award the prize using all eligible non-suspect Entries received as of the termination date. Should the Contest be terminated or modified prior to the stated expiration date, notice will be posted on www.MyStarbucksStory.com. Any attempts by an individual to access any web site associated with this promotion via robotic, automatic entry devices, programs such as, but not limited to, by script, macro or any other automated means, or other unauthorized entry will void all such entries by such methods. Any attempt by an Entrant or any other individual to deliberately damage any web site or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserve the right to seek damages and other remedies from any such person to the fullest extent permitted by law. As a condition of entering the Contest, participant agrees that: a.) under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; b.) all causes of action arising out of or connected with this Contest, or the prize awarded, shall be resolved individually, without resort to any form of class action; and c.) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees. Sponsor reserves the right

to modify prize award procedures. In the event of a dispute as to the identity or eligibility of a winner based on an email address, the winning Entry will be declared made by the "Authorized Account Holder" of the email address submitted at time of entry. "Authorized Account Holder" is defined as the natural person 18 years of age or older who is assigned to an email address by an Internet access provider, online service provider, or other organization (e.g., business, education institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

9. WHO WON?: For the name of the winner send a self-addressed, stamped envelope to: Sara Ripoli, Starbucks Corporation, 2401 Utah Avenue South, Mail Stop S-HR6, Seattle, WA98134-1435. Limit one (1) request per person, or household and request must be received on or before November 30, 2009 or go to www.MyStarbucksStory.com.