

Starbucks Coffee Company
Historical Starbucks Card Statistics as Publicly Available in Quarterly Information - Total Company
(Updated January 11, 2008)

Quarter	Activations	Value of Activations	Avg Activation Transaction	Redemptions	Value of Redemptions (Net Sales)	Avg Redemption Transaction	Reloads	Value of Reload Transactions	Avg Reload Transaction	Starbucks Card US as a % of US Retail Revenues
Q1 2008	27,400,000	\$ 413,600,000	\$ 15.00	66,900,000	\$ (291,200,000)	\$ (4.00)	3,800,000	\$ 104,700,000	\$ 28.00	14%
Q4 2007	7,800,000	\$ 112,700,000	\$ 14.00	53,100,000	\$ (217,400,000)	\$ (4.00)	3,600,000	\$ 97,800,000	\$ 27.00	12%
Q3 2007	10,900,000	\$ 157,100,000	\$ 14.00	60,800,000	\$ (244,600,000)	\$ (4.00)	3,800,000	\$ 98,600,000	\$ 26.00	13%
Q2 2007	8,000,000	\$ 115,400,000	\$ 14.00	82,200,000	\$ (327,700,000)	\$ (4.00)	3,700,000	\$ 96,400,000	\$ 26.00	19%
Q1 2007	23,600,000	\$ 352,200,000	\$ 15.00	59,100,000	\$ (248,000,000)	\$ (4.00)	3,400,000	\$ 90,500,000	\$ 27.00	14%
Q4 2006	6,900,000	\$ 93,500,000	\$ 14.00	45,200,000	\$ (175,500,000)	\$ (4.00)	3,300,000	\$ 83,900,000	\$ 25.00	12%
Q3 2006	8,600,000	\$ 120,900,000	\$ 14.00	50,200,000	\$ (195,200,000)	\$ (4.00)	3,100,000	\$ 83,500,000	\$ 27.00	13%
Q2 2006	6,700,000	\$ 93,000,000	\$ 14.00	66,600,000	\$ (257,800,000)	\$ (4.00)	3,300,000	\$ 85,300,000	\$ 26.00	18%
Q1 2006	17,900,000	\$ 257,400,000	\$ 14.00	46,300,000	\$ (188,800,000)	\$ (4.00)	3,000,000	\$ 76,100,000	\$ 25.00	13%