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chief marketing officer



Forward-Looking Statements and Non-GAAP Disclosure

Today's presentations contain forward-looking statements relating to certain company initiatives and plans, as well as trends in or expectations regarding, the expected effects of its transformation strategy, restructuring and other initiatives, earnings per share, operating margin, free cash flow, operating cash flow, comparable store sales, store openings and closings, liquidity and other balance sheet items, short-term borrowing levels, capital expenditures, timing of introducing new products and initiatives as well as expense control and other anticipated cost savings.

These forward-looking statements are based on currently available operating, financial and competitive information and are subject to a number of significant risks and uncertainties. Actual future results may differ materially depending on a variety of factors including, but not limited to, coffee, dairy and other raw material prices and availability, fluctuations in U.S. and international economies and currencies, successful execution of the company's transformation strategy, restructuring and other initiatives, store traffic trends, the impact of competition, the effect of legal proceedings, and other risks detailed in the company filing with the Securities and Exchange Commission, including the "Risk Factors" section of Starbucks Annual Report on Form 10-K for the fiscal year ended September 28, 2008. The company assumes no obligation to update any of these forward-looking statements.



Delivering Value to Our Customers ...While Differentiating the Brand



VALUE



The Evolution of Our Card Platform...



VALUE
.....
AT STARBUCKS



Card Platform an Emerging Brand Asset

1

Provides Value

2

Brand Ownable Form Factor

3

Enables Emotional Connections

4

Creates a Communication Channel



Promotional Cards are “Starter Cards”

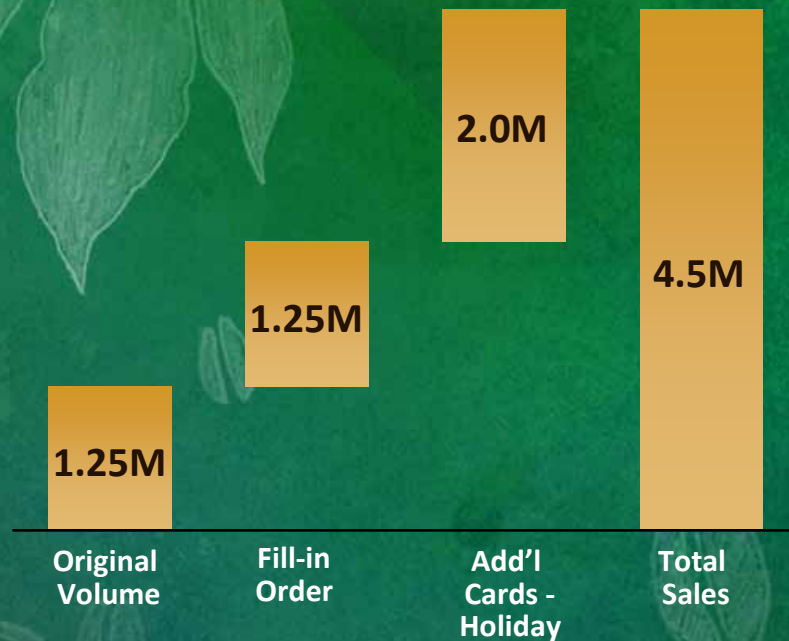


- High degree of stickiness; grow share of wallet
- High redemption rates
- Multiple uses vs. traditional one-time couponing
- Broad reach tool for card “on-ramp”

Creating New Value Channels: COSTCO

COSTCO order history

Selling more than 3x planned volumes



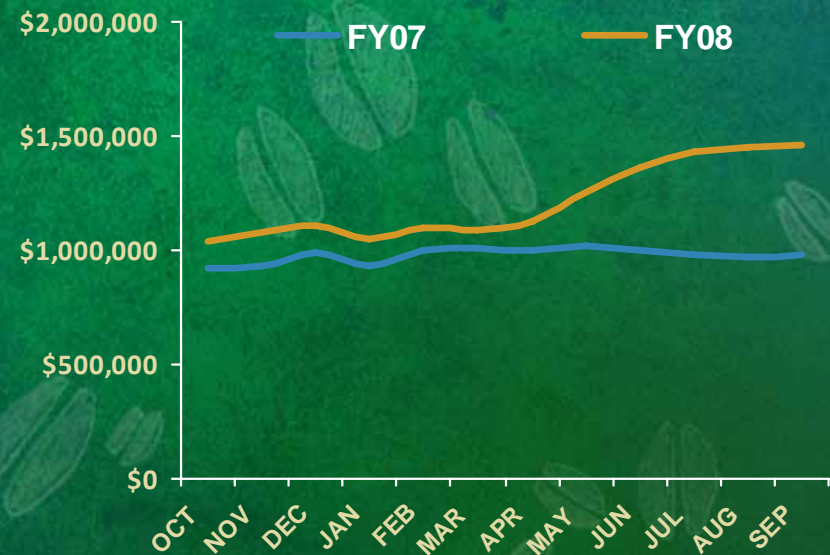
- Five \$20 Starbucks Cards for \$79.99
- A runaway success 4.5M Cards
- Expect \$25M in retail in Jan

After 9 mos... +5 million Rewards Members



- Registered card = Reward membership
- Free customization, WiFi, etc
- +1.6M members this summer

+\$70M in RELOADS
(+40% vs prior year)



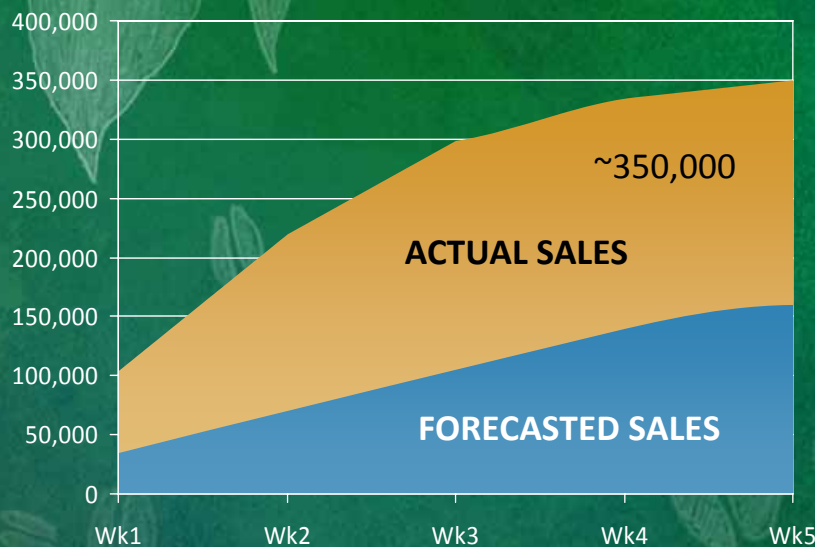
Starbucks Gold Has Taken Off

- \$25 annual fee
- 10% savings
- Soft benefits add value

350,000 cards

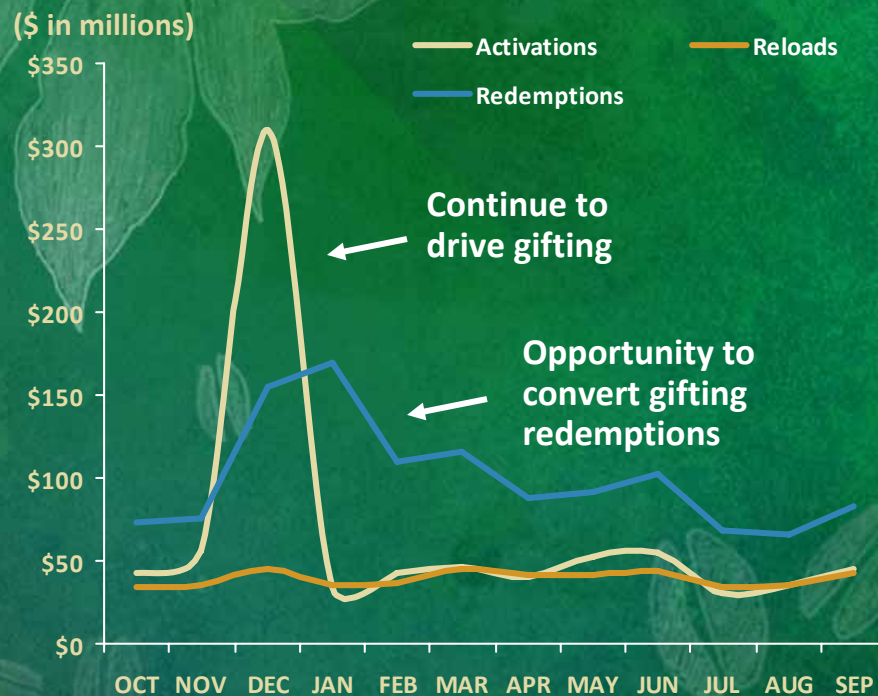
In first four weeks
\$8-10M yet to book

Cumulative Membership Sales to Date



Base Starbucks Card a Huge Business ...Grown to 15% of Tender

FY09 Forecast



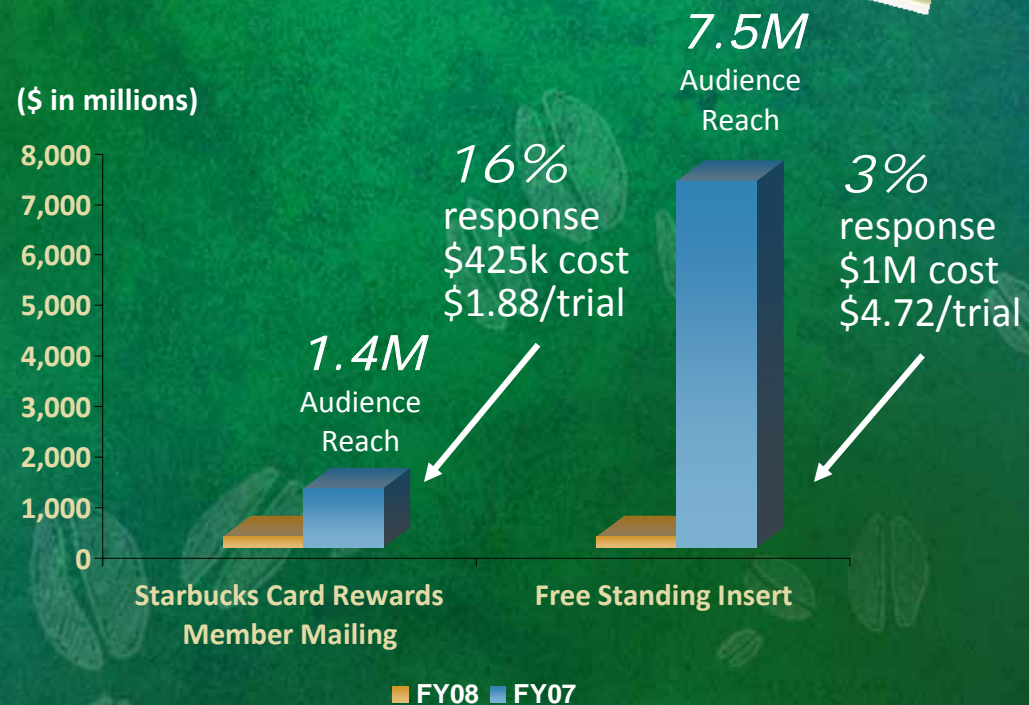
In FY09 we will:

- Sell 50M cards
- \$800M in new sales
- Add \$450M reloads

\$1.2 BILLION business

Building a Closed Loop Communications Channel

- Starbucks Card Rewards members are highly engaged
- 60%+ reduction in marketing cost
- Costs to decrease with technology improvements



Cards Provide a Competitive Advantage... and Going Global

1

Provides
Value

2

Brand Ownable
Form Factor

3

Enables
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4

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Communication
Channel



Continue to Invest:

- Rolling out card programs to Licensed Stores
- Introducing card programs to International markets



The Evolution of Our Card Platform...



VALUE
.....
AT STARBUCKS



Now, about the other side...



VALUE



“Get Out the Vote” Was a Huge Success

2,100,000

cups of coffee

Transaction Growth:

+35%

Brand Impressions:

+150M

WHAT
IF WE
ALL
CARED
ENOUGH
TO VOTE

BRAND VALUE - PRICELESS





(Starbucks)^{RED}

PRE-11/26

11/26

11/28

12/1

12/2 – 1/2

Excitement
begins to build



Leadership Conference – General
Session announcement



Store window clings

5¢ for
(Starbucks)^{RED}
Exclusives



World AIDS Day:
5¢ DONATION FOR ALL DRINKS



Space
Needle



Empire
State
Building



Dallas
Galleria

5¢ for (Starbucks)^{RED} Exclusives
launches in stores



5¢ for (Starbucks)^{RED}
Exclusives



Elevate and Create Separation

*You &
STARBUCKS*



WE CARE
ABOUT PEOPLE ...
AND HUMAN
CONNECTIONS

WE SELL A COFFEE
EXPERIENCE

*it's BIGGER
than coffee.*



Listening to Customers is Working...

Perceptions Lead... Behavior Follows



VALUE



COFFEE
AUTHORITY



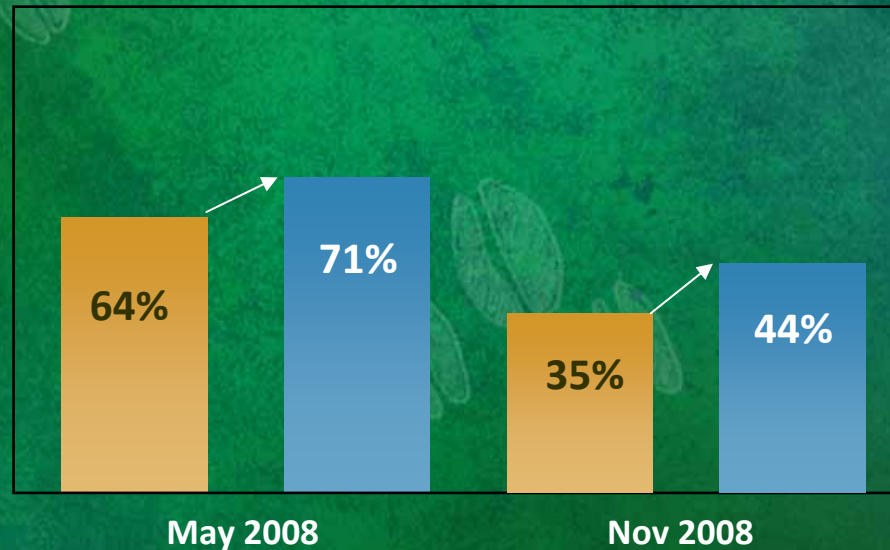
HEALTH
& WELLNESS



CONNECTION
& COMMUNITY

IS WORTH PAYING
MORE FOR

RECOGNIZES/REWARDS
ME IN WAYS I APPRECIATE



Starbucks Brand Tracker



Listening to Customers is Working...

Perceptions Lead... Behavior Follows



VALUE



COFFEE
AUTHORITY

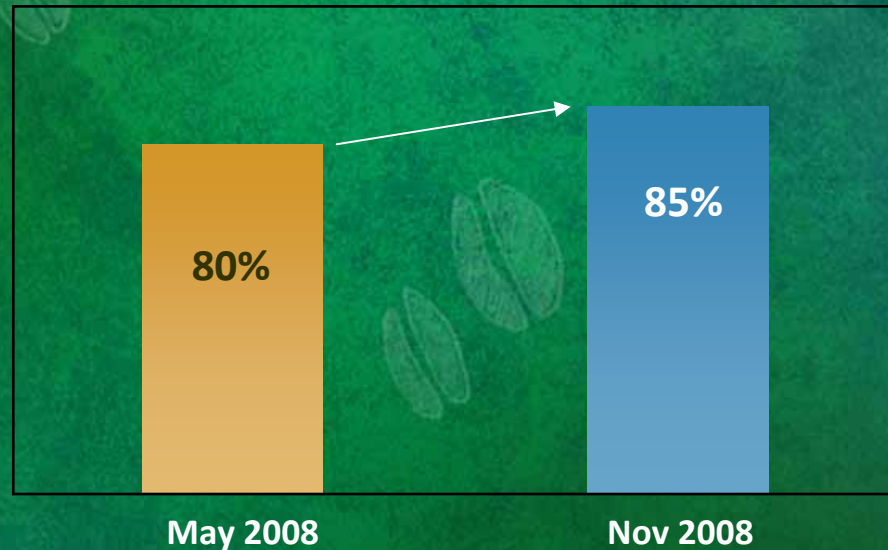


HEALTH
& WELLNESS



CONNECTION
& COMMUNITY

THE COFFEE IS ALWAYS FRESH



Starbucks Brand Tracker



Listening to Customers is Working...

Perceptions Lead... Behavior Follows



VALUE



COFFEE
AUTHORITY

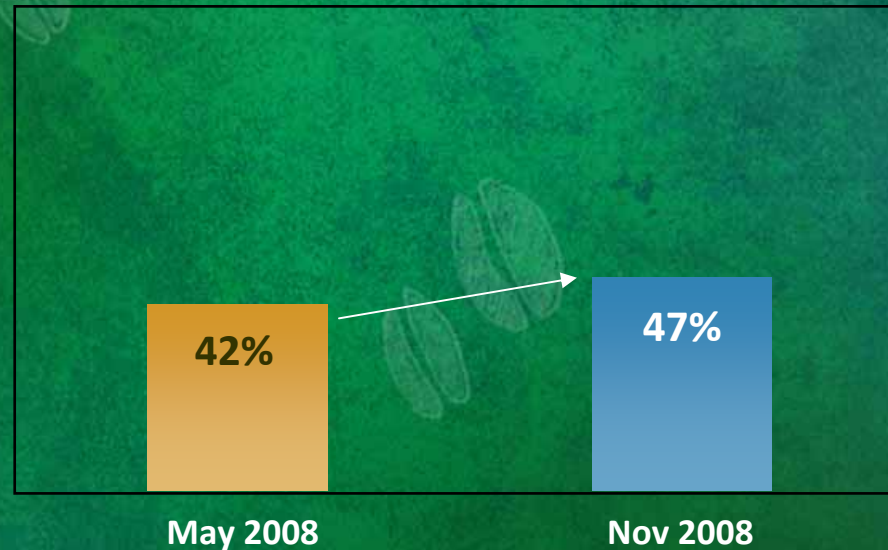


HEALTH
& WELLNESS



CONNECTION
& COMMUNITY

OFFERS BREAKFAST FOOD CHOICES I WANT TO BUY



Starbucks Brand Tracker



Listening to Customers is Working...

Perceptions Lead... Behavior Follows



VALUE



COFFEE
AUTHORITY



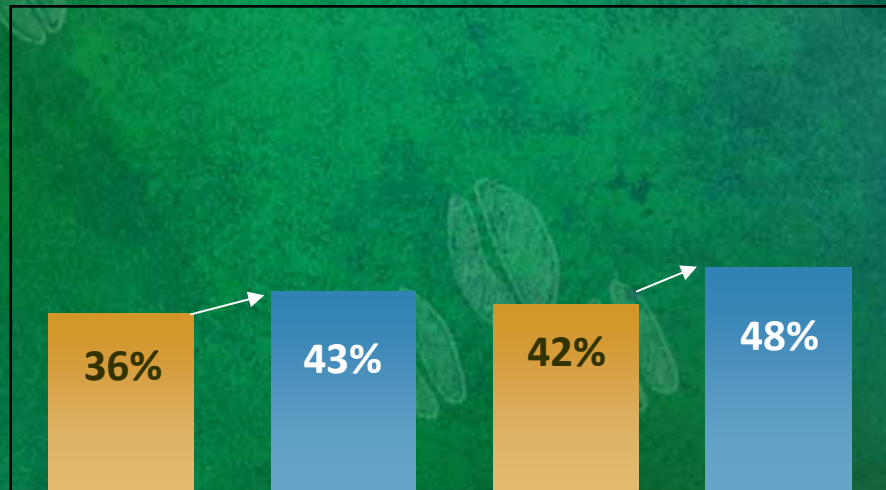
HEALTH
& WELLNESS



CONNECTION
& COMMUNITY

WORKS TO IMPROVE LIVES
OF COFFEE FARMERS

LIMITS IMPACT ON
ENVIRONMENT



May 2008

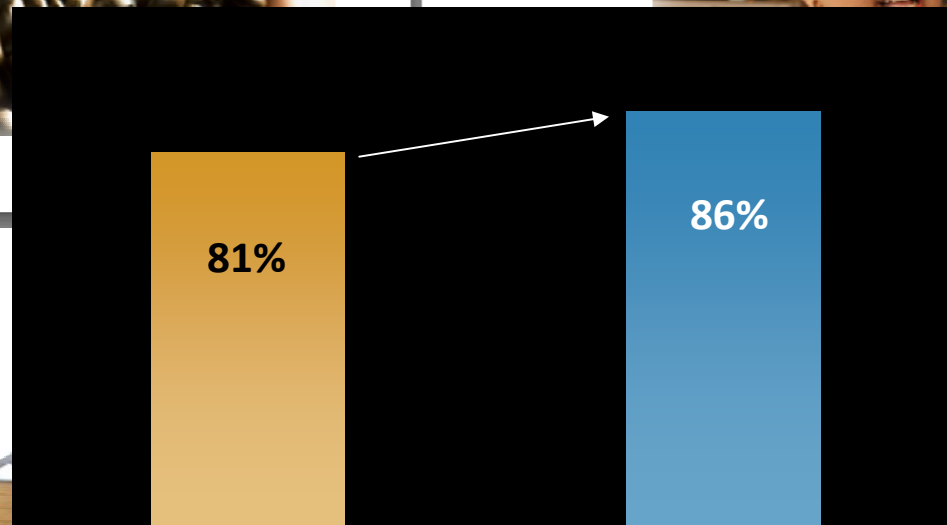
Nov 2008

Starbucks Brand Tracker

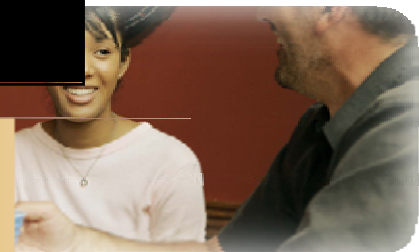


Listening to Customers is Working...

Perceptions Lead... Behavior Follows



IS A BRAND I TRUST



Starbucks Brand Tracker



