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**Starbucks Introduces Gold Coast Blend[®]: Morning Joe Edition
to Encourage Community Involvement**

*Starbucks and MSNBC Co-Sponsor Brewing Together Day of Service —
the Next Step in the Partnership That was Formed to Include a Focus on Community Involvement.*

SEATTLE, Nov. 9, 2009 – Starbucks Coffee Company (NASDAQ: SBUX) announced today that it has introduced an updated consumer favorite packaged coffee – Gold Coast Blend[®] renamed Gold Coast Blend[®]: Morning Joe Edition – in grocery and mass market retail channels. The introduction of this updated coffee is the next step in the partnership between Starbucks Coffee Company and MSNBC’s “Morning Joe,” announced earlier this year, and gives consumers a chance to experience a nice bold cup of coffee and learn more about taking steps to make a greater impact in their own communities. Starbucks and MSNBC are both committed to volunteering and giving back to local communities and believe that by working together with local volunteers, they can make an even bigger impact in neighborhoods from coast-to-coast.

To celebrate the introduction of the packaged coffee and the companies’ joined commitment to community involvement, Starbucks and MSNBC are co-sponsoring *Brewing Together Day of Service* on Saturday, November 21, in conjunction with HandsOn Network, the largest volunteering organization in the U.S. *Brewing Together Day of Service* is a community-involvement call-to-action for Starbucks and “Morning Joe” fans across the country to consider volunteering in their community on an ongoing basis. Viewers and consumers interested in volunteering in their local communities are encouraged to visit the HandsOn Network web site www.handsonnetwork.org/brewingtogether to explore volunteer opportunities available in their communities.

“We are pleased to take the next step in our partnership with MSNBC’s ‘Morning Joe’ by introducing Gold Coast Blend[®]: Morning Joe Edition, available where consumers buy groceries,” said John Culver, president, Starbucks Global Consumer Packaged Goods. “It’s an honor to be a co-sponsor of *Brewing Together Day of Service* and to help bring communities together to inspire change while making a difference in other people’s lives. It’s what Starbucks has always believed in - being a good neighbor and doing things that are good for each other and the planet,” added Cliff Burrows, president, Starbucks U.S.

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For their volunteer project, Joe Scarborough, Mika Brzezinski, Willie Geist and the “Morning Joe” crew, joined by Starbucks Cliff Burrows and Starbucks partners (employees), will travel to the John McDonogh School in New Orleans on Friday, November 20 for a community art project and other activities. This project is made possible through work with City Year Louisiana, a local affiliate of City Year, an organization that unites young people of all backgrounds for a year of full-time service, as tutors, mentors and role models who help students and schools succeed. As part of the day, Joe, Mika, Willie and Cliff will share their career experiences with many of the school’s students and the team of young leaders in service with City Year who serve at the school year-round. Additionally, Starbucks and MSNBC together will make a donation to the John McDonogh school earmarked for renovations to the school’s auditorium.

‘This is the best part of our relationship– to give back to those in need and inspire others to do good in their own communities,’ said President of MSNBC Phil Griffin. “We’re excited to be bringing ‘Morning Joe’ to New Orleans to show our viewers what *Brewing Together* is all about.”

Get Inspired to Volunteer in Your Community

As part of raising awareness for volunteerism, “Morning Joe” will highlight volunteer efforts and information on-air during the weeks leading up to November 20 and 21. Tune in to “Morning Joe” on Friday, November 20 from 6 a.m. – 9 a.m. EST and join Joe, Mika and Willie, Starbucks, and City Year live from the John McDonogh School in New Orleans as they take part in their *Brewing Together Day of Service*. Be sure to visit “Morning Joe” www.joe.msnbc.com or HandsOn www.handsonnetwork.org/brewingtogether web sites to find a volunteer opportunity in your community.

Bold Coffee Deserves Bold Conversation – Starbucks Gold Coast Blend®: Morning Joe Edition

Made from our Gold Coast Blend®, this intense full-bodied blend showcases Starbucks finest Latin American and Asia Pacific coffees, accented with a touch of Italian Roast’s sweetness. Starbucks Gold Coast Blend®: Morning Joe Edition is one of Starbucks biggest and boldest blends and can be found only where you buy groceries. The coffee is available in 12-ounce pre-ground packages at a suggested retail price of \$9.49 and pairs well with foods and flavors that hold their own, including tangy cranberry, woodsy maple, buttery-sweet caramel and dense cheesecake. Perfect flavor notes for your morning coffee ritual, whether it’s around your table or starting your day with Joe and Mika.

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About HandsOn Network

HandsOn Network, the volunteer-focused arm of Points of Light Institute, is the largest volunteer network in the nation and includes more than 250 HandsOn Action Centers that reach more than 83% of the nation's population and extend to ten countries. HandsOn includes a powerful network of more than 70,000 corporate, faith and nonprofit organizations that are answering the call to serve and creating scaled impact. In 2008, the network delivered approximately 30 million hours of volunteer service valued at \$615 million. For more information, visit www.handsonnetwork.org.

About City Year

City Year unites young people of all backgrounds for a year of full-time service, giving them the skills and opportunities to change the world. As tutors, mentors and role models, these diverse young leaders make a difference in the lives of children and transform schools and communities across the United States, and in Johannesburg, South Africa and London, England. City Year is a proud member of AmeriCorps. Learn more at www.cityyear.org.

About MSNBC

Built on the worldwide resources of NBC News, MSNBC defines news for the next generation with world-class reporting and a full schedule of live news coverage, political analysis and award-winning documentary programming -- 24 hours a day, seven days a week. MSNBC's home on the Internet is msnbc.com. [Msnbc.com](http://msnbc.com) delivers a fuller spectrum of news. Drawing on its award-winning original journalism, NBC News heritage, trusted sources and Microsoft's advanced technologies, the site presents compelling, diverse and visually-engaging stories on the consumer's platform of choice. Visit MSNBC online at www.msnbc.com and "Morning Joe" at www.joe.msnbc.com

About Starbucks Coffee Company

Since 1971, Starbucks Corporation has been committed to ethically sourcing and roasting the highest quality *arabica* coffee in the world. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. In addition to its Starbucks retail stores, the company produces a wide range of branded consumer products globally, including ready-to-drink beverages, packaged coffees and premium ice creams. The company's brand portfolio features Tazo Tea, Seattle's Best Coffee and Torrefazione Italia Coffee, enabling Starbucks to appeal to a broad consumer base. For more information, please visit us online at www.starbucks.com or www.starbuckscoffeathome.com

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