



Contacts:

Alan Hilowitz
Seattle's Best Coffee
(206) 318-7100
press@seattlesbest.com

Cara Jacobson
Edelman
(206) 268-2203
Cara.Jacobson@edelman.com

Seattle's Best Coffee Introduces Its First Ready-to-Drink Coffees

New Iced Latte Drinks Help Extend the Brand and Continue to Position Seattle's Best Coffee for Strong Continued Growth; Products to be Available in Seattle's Best Coffee Cafes, Grocery Stores and Other Top Retailers

SEATTLE; January 13, 2010 – Seattle's Best Coffee announced today that it has entered the \$1.4 billion ready-to-drink (RTD) coffee category in the United States with a new line of Seattle's Best Coffee-branded iced latte coffee drinks, which leverage the brand's most popular coffee drinks from its cafes. Through the North American Coffee Partnership (NACP), a joint venture between Starbucks Corporation and Pepsi-Cola North America Beverages, the new ready-to-drink coffees will be available in major grocery, convenience and other retail stores, initially in the Western U.S.

This expansion of the Seattle's Best Coffee brand into the RTD coffee category, along with the recent appointments of the brand's president, Michelle Gass, and vice president of Franchise Development, John Wuycheck, demonstrate the importance the brand plays in the growth of Starbucks Corporation.

"We are well-positioned to continue the growth of Seattle's Best Coffee by broadening our overall portfolio and awareness in new channels, bringing new customers to the brand," said Gass. "By entering the growing ready-to-drink coffee category, Seattle's Best Coffee is able to meet the needs of more specialty coffee consumers looking for a high-quality, uncommonly smooth ready-to-drink coffee experience."

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The new Seattle's Best Coffee® iced latte drinks are inspired by the handcrafted versions of guest favorite lattes, available in the cafes. These beverages are available in Iced Latte, Iced Vanilla Latte and Iced Mocha Latte flavors and have a suggested retail price of \$1.49 for a single can and \$4.99 for a four-pack. These drinks offer consumers another way to enjoy the *Uncommonly Smooth*™ taste of Seattle's Best Coffee's signature beverages when they cannot get to a cafe. Consumers may purchase the coffees initially at major grocery, convenience and other retail stores in Arizona, California, Nevada, Oregon, Texas and Washington.

About Seattle's Best Coffee

Founded in 1970, Seattle's Best Coffee has more than 550 specialty coffee cafes and kiosks in the U.S. and Canada including an expanding franchising program. Its packaged coffee is available in supermarkets across the U.S. and Canada and it's recently introduced ready-to drink iced lattes are available in the Western U.S. Seattle's Best Coffee is also brewed at more than 15,000 foodservice locations, such as college campuses, restaurants, hotels, airlines and cruise lines. Seattle's Best Coffee's smooth roasting delivers a rich and balanced *Uncommonly Smooth*™ taste. Seattle's Best Coffee offers more than 30 whole bean and ground coffees (including flavored, organic and Fair Trade Certified™ coffees), espresso beverages, signature hand-crafted JavaKula® blended beverages, OvenSong® bakery food and sandwiches, and select merchandise. Seattle's Best Coffee is a featured brand within Starbucks Corporation (NASDAQ: SBUX). For more information, please visit Seattle's Best Coffee online at www.seattlesbest.com.

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