



STARBUCKS AND MSNBC RENEW RELATIONSHIP WITH A SHARED COMMITMENT TO SUPPORTING INNOVATION IN COMMUNITY AND EDUCATION

Formalized Relationship with DonorsChoose.Org to Champion Change Makers in Education

SEATTLE/NEW YORK – March 30, 2011 – MSNBC and Starbucks Coffee Company (NASDAQ: SBUX) have renewed their relationship with an added commitment to education and community revitalization. The announcement was made today on MSNBC’s “Morning Joe,” the network’s morning program co-hosted by Joe Scarborough, Mika Brzezinski, and Willie Geist. One of the goals of the relationship is an ongoing commitment to highlight and contribute to communities nationwide with a focus on education.

Watch:

Starbucks chairman, president and CEO Howard Schultz joined “Morning Joe” to discuss the renewed relationship with MSNBC and shared commitment to education:

<http://on.msnbc.com/gSKP0o>

Schultz along with American Federation of Teachers’ Randi Weingarten and Harlem Children Zone’s Geoffrey Canada join “Morning Joe” to discuss the state of education in the U.S.:

<http://on.msnbc.com/f9HRBk>

Since the relationship began in 2009, MSNBC and Starbucks have spotlighted cities across America in need of assistance. Going forward, the two organizations plan to combine their unique assets to highlight examples of innovation and initiatives across communities where education and support is critical. Starting in April and every month on “Morning Joe,” one individual who is a champion for education will be highlighted. These change maker profiles will include teachers, parents, entrepreneurs, students, and members of the community who are utilizing new ideas to create a positive impact on local education and local communities. Additionally, “Morning Joe” will broadcast live from four schools making a difference in the community within the next year.

MSNBC and Starbucks will also extend their relationship with DonorsChoose.org through a variety of featured opportunities. DonorsChoose.org, an online non-profit, allows public school teachers from every corner of America to post classroom needs, and any individual can contribute through the site.

DonorsChoose.org will assist in identifying projects in need and education change makers to highlight. Additionally, all MSNBC employees will receive a pre-paid donation gift card and DonorsChoose.org is featured on the Starbucks Digital Network.

"The 'Morning Joe' and Starbucks relationship has been a perfect fit from the start," said Phil Griffin, President of MSNBC. "I'm thrilled we're now going to build on our relationship and together commit to highlighting the best in American education. We are going to bring attention to success stories all over the country - to innovation and educators who are making a difference. There's so much great work being done, its time to celebrate those people and their ideas."

"Starbucks and MSNBC can bring a collective focus on the opportunities to make change in communities across America," said Howard Schultz, chairman, president and CEO, Starbucks Coffee Company. "Our relationship will find community and education change agents to support this endeavor and we hope we are able to collaborate with many other like minded companies, non-profits and community organizers across the country to enhance this mission. With Starbucks stores located in many communities across America, we are excited to bring this focus to our long-standing efforts in volunteerism and community service, conversation and the spirit of human connection."

MSNBC and Starbucks originally joined forces in June 2009 with a marketing relationship that introduced viewers to "*Morning Joe*" *Brewed by Starbucks*. As part of the original relationship, MSNBC and Starbucks recognized the opportunity to work together and effect change in local communities. MSNBC and Starbucks sponsored the "Brewing Together Day of Service" in November 2009, which involved a live broadcast and day of service from John McDonogh High School, a public school in New Orleans. The project was extended to spotlight education entrepreneurs with a broadcast from Alexander Elementary School in Tampa, Florida in March 2010. The live broadcast involved an in-depth conversation about fixing America's education system.

Additionally, Starbucks launched the Gold Coast Blend: Morning Joe Edition coffee grocery channels nationwide in November 2009. In this new extension of the relationship, Starbucks plans to make Gold Coast Blend: Morning Joe Edition available in select Starbucks retail stores. More information will be available at a later date.

About MSNBC

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 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.

Members of the media can get more information about MSNBC and its programming on msnbc.com or the NBC Universal Media Village Web site at www.nbcumv.com. Follow us on Twitter: @msnbcPR.

Chris Licht is the executive producer of "Morning Joe" (MSNBC weekdays 6 a.m.- 9 a.m.)

About Starbucks Corporation

Since 1971, Starbucks Coffee Company 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. Through our unwavering commitment to excellence and our guiding principles, we bring the unique *Starbucks Experience* to life for every customer through every cup. To share in the experience, please visit us in our stores or online at www.starbucks.com.

About DonorsChoose.org

Founded in 2000, DonorsChoose.org is a nonprofit website where public school teachers describe specific educational projects for their students, and donors can choose the projects they want to support. After completing a project, the donor hears back from the classroom they supported in the form of photographs and student thank-you letters.

To date, 165,000 public and charter school teachers have used the site to secure funding for \$80 million in books, art supplies, technology, and other resources that their students need to learn.

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