

## Starbucks Teams up with Google to Bring Next-Generation Wi-Fi Experience to Customers

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*Starbucks to offer up to 10 times faster network and Wi-Fi speeds*

Starbucks today announced the selection of Google to provide the next generation of its Wi-Fi offering for its customers. Beginning this August, new U.S. company-operated Starbucks® stores will begin to receive up to 10 times faster network and Wi-Fi speeds. Over the next 18 months, Starbucks will convert more than 7,000 U.S. stores to the upgraded store network and Wi-Fi experience.



Starbucks teams up with Google to bring 10 times faster network and Wi-Fi speeds to company-operated stores in the U.S. (Photo: Business Wire)

"Every day, our customers rely on the free Wi-Fi at Starbucks to study, work, connect with friends or just relax. We want to make sure that they can access the web effortlessly and quickly, no matter what they're doing, or what device they are using," said Adam Brotman, chief digital officer, Starbucks. "Our goal is to continue to provide our customers with the best in-store experience possible, and we are excited to offer these kinds of

unparalleled experiences at a broad scale."

In addition to providing faster Wi-Fi, Starbucks and Google will also work together to co-develop the next-generation Starbucks Digital Network.

"Google has always invested in projects that help the Internet grow stronger, including projects that make Internet access more affordable and more widely available. We hope that speedier Internet will make the time customers spend at Starbucks even more enjoyable and productive," said Kevin Lo, the General Manager of Google Access.

Starbucks and Google will work with Level 3 Communications, an international telecommunications company, to bring faster Wi-Fi connectivity to Starbucks® stores. Level 3 will upgrade existing Wi-Fi devices and will manage in-store connectivity in more than 7,000 company-owned stores across the nation.

"Level 3 is proud to collaborate with Google to help Starbucks deliver on an experience that echoes the needs of our more connected world," said Anthony Christie, chief marketing officer at Level 3. "Whether they're working on their laptops or searching the Internet on their smartphones, Starbucks customers will now have access to the fastest free connection available in any retail environment."

### About Starbucks Corporation

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting high-quality *arabica* coffee. 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](http://www.starbucks.com).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130731005383/en/>

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