

**Starbucks Expands Starbucks Cards to China in Time for the Lunar New Year**  
**Friday, January 03, 2014 02:00:00 PM (GMT)**

*Starbucks launches Lunar New Year Card for the U.S., timed to the China Gift Card launch*

Today, Starbucks Coffee Company® (NASDAQ:SBUX) introduced Starbucks Gift Cards at select locations in Mainland China. Starbucks Cards can be purchased in three unique design themes, including *Thank You*, *Kind Regards* and *Happy Lunar New Year*.



"The Lunar New Year is a time when family and friends gather to meet, connect and share stories," said Belinda Wong, president, Starbucks China. "The Card is a convenient way for customers to recognize special people in their lives in a meaningful way and give the gift of Starbucks® coffee. It's the perfect gift for this, and any, occasion, and can be used at our stores in Mainland China year-round."

Timed to the launch of the Starbucks Gift Card in China, Starbucks is also offering a Lunar New Year Gift Card in participating Starbucks stores in the U.S. The Card celebrates the joyfulness and self-reliance of the horse, this year's honored animal of the Lunar New Year. (Photo: Business Wire)

Since the Starbucks Card launched 12 years ago, \$16 billion (U.S. dollars) has

been loaded on more than 450 million cards in 27 countries worldwide (as of Sept. 30, 2013).

"The Starbucks Card has become a symbol of appreciation and human connection around the world," said Adam Brotman, chief digital officer for Starbucks. "We are thrilled to be able to now offer Starbucks Cards to our customers in China."

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*\* The Starbucks Gift card is not available in Shanghai, Zhejiang and Jiangsu at this time.*

*\*\* The Starbucks Gift Card cannot be exchanged for cash or used to purchase cash voucher coupons.*

### **About Starbucks Coffee Company**

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). Members of the media can engage with Starbucks online at [news.starbucks.com](http://news.starbucks.com) or through Twitter at [@StarbucksNews](https://twitter.com/StarbucksNews).

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