

Starbucks Mobile Order & Pay Now Available to Customers Nationwide
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*Available In More Than 7,400 Stores and Customers Using the Starbucks® App on iOS or Android Devices;
International Expansion Coming in October*

Starbucks Coffee Company (Nasdaq:SBUX) today announced the nationwide availability of Mobile Order & Pay on iOS and Android devices, a new feature of the popular Starbucks® mobile app that allows customers to place and pay for their order in advance of their visit and pick it up at a participating Starbucks® location. Following successful launches in select U.S. cities, mobile ordering is emerging as the fastest and easiest way for Starbucks customers to order ahead, then pay and pick up their purchases – providing on-the-go customers a simple and quick alternative to get their favorite food or beverage item. Starbucks plans to introduce this feature in select company-owned stores in the UK and Canada in October.

“Bringing Mobile Order and Pay to our customers is about meeting their needs of convenience and customization at any time of the day,” said Adam Brotman, Starbucks chief digital officer. “The fact that it also represents the fastest technology application rollout we have ever done is indicative of the strength of our digital ecosystem, how well it has been received by both our customers and store partners and the impact we think it can have on the future of retail.”

Following the initial test of Mobile Order & Pay in Portland, Oregon in December 2014 and subsequent launch across the Pacific Northwest in March 2015, Starbucks expanded the program to 3,400 additional stores across 17 states in the U.S. earlier this summer. Today’s announcement marks the completion of the national rollout with the feature now available on both iOS and Android devices to use at Starbucks more than 7,400 company-owned stores across the country.

The Mobile Order & Pay feature allows customers to choose a store from a map view, browse, select and customize beverage and food items, view the estimated timeframe the order will be ready, and pre-pay for the order - all within the Starbucks® Mobile App. Menu options highlight products available in specific geographic regions and stores, and orders are freshly prepared and ready for pick-up in the bar area.

Mobile Order & Pay is integrated into Starbucks world-class Mobile App and My Starbucks Rewards® loyalty program, providing a simple way for customers to sign up and earn coveted Stars. It’s available for customers using a Starbucks® app for iPhone® or Starbucks® app for Android™.

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About Starbucks

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. Learn more about us by visiting the Starbucks Newsroom: www.news.starbucks.com.

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