

Starbucks Adds Lyft to Growing Network of Companies in Retail's Most Robust Digital Loyalty Ecosystem

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My Starbucks Rewards® Extended to Lyft Drivers, Awarded Immediate Gold Card Status

Drivers, Riders to Be Rewarded, Incentivized with Stars

Starbucks Coffee Company (NASDAQ: SBUX) and Lyft, one of the nation's leading transportation network companies, today announced a new, multi-year deal that will increase value for current customers, attract new customers, reward Lyft drivers and explore a transportation benefit for partners (Starbucks employees). All Lyft drivers will have the option of becoming My Starbucks Rewards® (MSR) loyalty program gold status members, and both Lyft drivers and riders will have the opportunity to earn Starbucks loyalty stars redeemable for food and beverages at participating Starbucks stores. The collaboration builds on what is fast becoming the retail sector's most robust digital loyalty ecosystem enabling both Starbucks and Lyft to engage with partners (employees), drivers and both companies' customers in new and meaningful ways.

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"With Lyft's presence in 65 cities across the U.S., where we also have Starbucks serving the same communities, we knew this relationship would benefit our partners, Lyft's drivers as well as our mutual customers that are already coming to Starbucks and using Lyft services," said Adam Brotman, chief digital officer, Starbucks. "This is a great win win. Our digital loyalty ecosystem will strengthen Lyft's ability to attract and retain customers in a highly profitable way, while at the same time accelerating the incrementality of redemption of rewards."

Additionally, Lyft drivers will be able to receive Starbucks eGifts from customers using the Lyft app and looking to thank their driver in a more personal way.

"There are two things most of us do every morning: get a cup of coffee and commute to work. Together with Starbucks, we can make both a friendlier, more enjoyable experience," said John Zimmer, co-founder and president of Lyft. "Lyft and Starbucks share a lot of the same customers and importantly we share a commitment to doing right by our customers and our people. In the days, months and years ahead, we will launch exciting programs for loyal community members, and new products that will change the way we move around our cities."

Reliable transportation to and from work can be an obstacle for some Starbucks partners where public transportation doesn't match their work schedules. Later this year, Starbucks and Lyft will explore the possibilities of bringing a convenient and cost effective transportation benefit to Starbucks partners in one test market to understand partners' interest and determine its long-term viability.

Furthering its vision to provide the most robust digital ecosystem of any retailer in the world, Starbucks continues to find new ways and platforms to engage and stay connected with its customers. Lyft is one of several new partnerships enabling My Starbucks Rewards® loyalty members the chance to earn Stars through both Starbucks and non-Starbucks purchases. In addition to the new partnership with Lyft, Starbucks recently announced deals with [Spotify](#) and *The New York Times*, introducing this new opportunity for Starbucks loyalty program members to earn stars through purchases made with other companies. Customers will then have the ability to redeem those earned stars for food and beverages at participating Starbucks® stores.

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.

About Lyft

Lyft is a mobile app that seamlessly connects passengers in need of a ride with nearby drivers. Simply download the app for iPhone or Android, then request a ride with the tap of a button. A friendly driver will pick you up at your location within minutes. All payment is handled through the app using your saved credit card. Safety is a top priority for Lyft, and we've implemented strict safety criteria to protect the community. Lyft launched in June 2012 and is now in more than 65 cities across the country.

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