



Starbucks Coffee Company

Holiday 2014

Fact Sheet: Holiday 2014 – It’s a Wonderful Card Ultimate Giveaway

A Chance to Win Starbucks® for Life

For the first time ever, customers have a chance to win Starbucks for Life! From **December 2, 2014 through January 5, 2015**, customers who pay using a Starbucks Card (registration not required) can enter the **Starbucks® It’s a Wonderful Card Ultimate Giveaway** for a chance to win a variety of prizes, including a lucky few who will win the grand prize, Starbucks for Life.*



This holiday season, by swiping a Starbucks Card or paying with a mobile device, customers will receive a receipt with a unique sweepstakes code that can be entered online at starbucks.com/play for a chance to win. **Customers can enter to win instant prizes, including free holiday beverages and treats, and everyone is entered to win the grand prize: Starbucks for Life.** As part of the grand prize, winners will also receive **the Ultimate Starbucks Card**, personalized especially for them. The Starbucks® “It’s a Wonderful Card Ultimate Giveaway” is a celebration of our customers, and will offer great excitement and fun during this special time of year!

The Ultimate Starbucks Card



With only 14 made, the Ultimate Starbucks Card not only provides customers Starbucks for Life, but also a piece of Starbucks history. With an estimated retail value of \$5,000, the card is made of 10K hammered gold, and will be engraved with the winner’s name.

A total of 10 Ultimate Starbucks Cards will be available to win in the U.S., three in Canada, and one in the U.K., making it the most exclusive Starbucks Card ever made.

Starbucks for Life, Estimated Value: \$54,000 U.S.

Entry & Eligibility

From December 2, 2014 through January 5, 2015, customers who pay using a Starbucks Card (registration not required) can enter the Starbucks® It’s a Wonderful Card Ultimate Giveaway for a chance to win instant prizes and the Grand Prize, Starbucks for Life. Customers may enter the Starbucks® It’s a Wonderful Card Ultimate Giveaway up to two times a day using two different entry codes from the bottom of their Starbucks receipts, and may win up to one prize per day. Ten U.S. Grand Prize winners will be selected throughout the course of the promotion.



To enter the Starbucks® It’s a Wonderful Card Ultimate Giveaway, customers can make a purchase using their Starbucks Card or Starbucks mobile app. The receipt will have a 22 digit sweepstakes code to be entered online at starbucks.com/play - every new code is a new chance to win!

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If you have questions or need more information, you may contact (206) 318-7100 or press@starbucks.com.

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*Winner will receive a daily credit for 30 years for one (1) free food or beverage item redeemable at participating Starbucks® stores in the U.S. Starbucks Evenings menu items are excluded. Winner must present a registered Starbucks Card. Credits are non-transferable and expire within 24 hours.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 AND OLDER. VOID WHERE PROHIBITED. Participating stores only. Promotion ends 1/5/15. For Official Rules, how to enter without purchase, prizes and odds, visit www.starbucks.com/win. Sponsor: Starbucks Corporation, 2401 Utah Ave. S. Seattle, WA 98134.