

Starbucks for Life: Summer Edition Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Starbucks for Life: Summer Edition (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old and who are members of the Starbucks Rewards™ loyalty program at the time of entry ("Entrant(s)"). Employees of Starbucks Corporation, HelloWorld, Inc., POP, Inc., 72andSunny LLC, and any of their direct or indirect parent and affiliate companies, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes Entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotional Game ("Game") offers Instant Win prizes and Collect and Win prizes that Entrants can earn by collecting "Game Pieces."

2. Sponsor: Starbucks Corporation, 2401 Utah Ave. S, Seattle, WA 98134. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on August 2, 2016 at 12:00 a.m. Pacific Time ("PT") and ends on September 12, 2016 at 11:59 p.m. PT (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter: There are two (2) ways to earn a Game Play.

a. Make a Purchase at Starbucks Using a Starbucks Card: During the Promotion Period, purchase any item at a participating Starbucks retail location in the United States using a Starbucks Card registered to your Starbucks Rewards™ account ("Account") or a registered digital Starbucks Card on your Starbucks mobile application for payment. Then, visit <https://www.starbucksforlife.com> ("Promotion Site") and sign into your Account and you will have received one (1) Game Play. If your purchase transaction total equals \$10 or more (excluding tip), you will one (1) additional Game Play. Follow the links and instructions to play the Game and you receive either an Instant Win game prize or one (1) Collect and Win Game Piece. If you are a potential winner of a prize, you will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Game.

b. Enter without Making a Purchase: To enter without making a purchase, visit <https://www.starbucksforlife.com> and follow the links and instructions to complete and submit the registration form. An email with a unique link will be sent to the email address provided at registration. Click on the unique link to enter the Promotion Site and sign into your Account. Follow the links and instructions and you will receive either an Instant Win game prize or one (1) Game Piece. If you are a potential winner of a prize, you will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game/Collect and Win Game.

Limit: Each Entrant may earn up to four (4) Game plays per day during the Promotion Period by making up to two (2) purchase transactions with a registered Starbuck Card or App; up to four (4) "free" requests; or a combination of the purchase and free entry method for a total of four plays per day. Multiple Entrants are not permitted to share the same email address or Account. Each Entrant is limited to only one (1) Account. Any attempt by any Entrant to obtain more than the stated number of plays by using multiple/different email addresses, Accounts, identities, registrations and logins, or any other methods will void that Entrant's plays and that Entrant may be disqualified. Use

of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the Starbucks Rewards™ account or email address used to register will be deemed to be the Entrant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

5. Collect and Win Game/Instant Win Game Functionality: Administrator is an independent judging organization whose decisions as to the administration and operation of the Game and the selection of potential winners for each are final and binding in all matters related to the Promotion. For the Collect and Win Game: There are four (4) Collect and Win Game prize types (Starbucks for Life, Starbucks for a Year, Starbucks for a Month, and Starbucks for a Week, see details below in Section 7) (each a “Prize Type”). Each Prize Type has three (3) unique Game Pieces. Two (2) of the three (3) Game Pieces for each Prize Type will be awarded regularly to Entrants. However, there will be a limited number of the third Game Pieces for each Prize Type (“Rare Game Piece”) correlating to the number of prizes offered for each Prize Type as set forth below

Prize Type	Number Rare Game Pieces
Grand Prize - "Starbucks for Life"	5
Firsts Prize - "Starbucks for a Year"	25
Second Prize - "Starbucks for a Month"	125
Third Prize - "Starbucks for a Week"	500

Each Rare Game Piece will be associated with a random, computer generated winning time during the Promotion Period. If you are the first player to play the Game at or after the randomly generated winning time you will be awarded a Rare Game Piece. Once you have collected all three (3) Game Pieces for the applicable Prize Type, you will be a potential winner of the applicable Prize Type. For the Instant Win Game: There will be two million one hundred seventy-five (2,175,000) random, computer-generated winning times, one for each prize listed below, during the Promotion Period. If you are the first player to play the Game at or after one of the randomly generated times, you will be a potential instant winner of the prize indicated.

6. Verification of Collect and Win Game and Instant Win Game Winners: All potential winners are subject to verification by Sponsor or Administrator. An Entrant is not a winner of any prize, even if the Instant Win Game or Collect and Win Game should so indicate, unless and until Entrant’s eligibility and the potential winning Game play has been verified and Entrant has been notified that verification is complete. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any play that occurs after the system has failed for any reason is deemed a defective play, is void, and will not be honored.

Receiving a prize is contingent upon compliance with these Official Rules. Each potential Grand and First Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) will be sent an email to the email address associated with his/her Account and required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release (“Declaration”) and an IRS Form W-9 which must be received by Administrator, within three (3) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration, tax forms or any other requested information within the required time period, potential winner forfeits the prize. In the event that a potential Collect and Win Game prize winner is disqualified for any reason or the Collect and Win Game prize is not awarded during the Promotion Period, Sponsor will award the applicable prize to an alternate winner by random drawing from among all eligible entrants. There will be three (3) alternate drawings after which the applicable prize will remain unawarded. Unclaimed Instant Win Game prizes will not be awarded. Collect and Win Game prizes will be fulfilled approximately

8-10 weeks after the conclusion of the Promotion; Instant Win Game prizes will be fulfilled within thirty (30) days after the conclusion of the Promotion.

7. Prizes:

Collect and Win Game Prizes: FIVE (5) GRAND PRIZES: "Starbucks for Life" with limited edition, artisan crafted Starbucks Card with premium carrier. "Starbucks for Life" is fulfilled as a daily credit to winner's Account for 30 years for one (1) free food or standard menu beverage item (excluding beer and wine) redeemable at participating Starbucks stores in the U.S. Food and beverage credits expire daily. At any time during the 30-year period, Sponsor may pay the remaining credit balance to the winner as a cash payment, to be reasonably determined by Sponsor, in satisfaction of the prize award. Approximate Retail Value ("ARV"): \$54,275. TWENTY-FIVE (25) FIRST PRIZES: "Starbucks for a Year." Winner will receive a daily credit to his/her Account for one (1) year (three hundred sixty-five (365) days) for one (1) free food or standard menu beverage item redeemable at participating Starbucks stores in the U.S. Food and beverage credits expire daily. At any time during the 1-year period, Sponsor may pay the remaining credit balance to the winner as a cash payment, to be reasonably determined by Sponsor, in satisfaction of the prize award. ARV: \$1642.50. ONE HUNDRED TWENTY-FIVE (125) SECOND PRIZES: "Starbucks for a Month." Winner will receive a daily credit to his/her Account for one (1) month (thirty-one (31) days) for one (1) free food or standard menu beverage item redeemable at participating Starbucks stores in the U.S. Food and beverage credits expire daily. ARV: \$139.50. FIVE HUNDRED (500) THIRD PRIZES: "Starbucks for a Week." Winner will receive a daily credit to his/her Account for one (1) week (seven (7) days) for one (1) free food or standard menu beverage item (excluding alcoholic beverages) redeemable at participating Starbucks stores in the U.S. Food and beverage credits expire daily. ARV: \$31.50.

For all Collect and Win Game Prizes: The first daily credit will be loaded to winners' accounts on or around November 1, 2016. *Starbucks Evenings* menu items excluded. Winner must present a Starbucks Card registered to their Account to redeem the free food or beverage item. Credits are non-transferable and will expire at 11:59 p.m. PT of each day and will not accumulate in the winner's account.

Grand and First Prize Winners will be responsible for income tax based on the retail price of the items that are redeemed and will receive an annual IRS Form 1099 for each tax year where the total value of the prize redeemed is equal to \$600 or more. Odds of winning the Collect and Win Game Prize depend on the number of times entrants play and the Game Pieces distributed. Starbucks Card and Starbucks Account terms and conditions apply. Limit: one (1) Grand Prize, one (1) First Prize, one (1) Second Prize and one (1) Third Prize per person.

Instant Win Game Prizes: FIFTY THOUSAND (50,000) FOURTH PRIZES: One hundred twenty-five (125) Bonus Stars awarded in the form of a Star Code. ARV: \$5.00. ONE HUNDRED TWENTY FIVE THOUSAND (125,000) FIFTH PRIZES: Twenty-five (25) Bonus Stars awarded in the form of a Star Code. ARV: \$1.00. ONE MILLION (1,000,000) SIXTH PRIZES: 10 (10) Bonus Stars awarded in the form of a Star Code. ARV: \$0.40. ONE MILLION (1,000,000) SEVENTH PRIZES: Five (5) Bonus Stars awarded in the form of a Star Code. ARV: \$0.20. Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: Each Entrant may win one (1) Fourth Prize, one (1) Fifth Prize, one (1) Sixth Prize and One (1) Seventh Prize and may only win one (1) Instant Win Game prize per person per day.

For All Prizes: No cash equivalent unless required by law and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: \$1,320,625.

8. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, HelloWorld, Inc., POP, Inc., 72andSunny LLC, and each of their respective direct or indirect parents, subsidiaries, affiliates, related entities, suppliers, distributors, advertising/promotion agencies and each such company's officers, directors, members, employees, contractors, and agents (collectively, the "Released Parties") from and against any and all losses, liability, illness, injury, claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt, possession, use or misuse of any prize.

9. Publicity: Except where prohibited, participation in the Promotion constitutes entrant's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes worldwide, in perpetuity, in any and all media, manner, and formats now known or hereafter devised, without further payment or consideration.

10. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Collect and Win Game or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random to all eligible entrants who have registered up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Collect and Win Game or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Collect and Win Game or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

11. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by any Entrant, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an Entrant's play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another Collect and Win Game or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

12. Disputes: Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Western District of Washington or the appropriate Washington state court located in King County, Washington; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Promotion, shall be

governed by, and construed in accordance with, the laws of the State of Washington, without giving effect to any choice of law or conflict of law rules (whether of the State of Washington or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Washington.

13. Entrant's Personal Information: Information collected from Entrants is subject to the Sponsor's Privacy Policy <http://www.starbucks.com/about-us/company-information/online-policies/privacy-policy> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

14. Winner List: For a winner list, visit <http://bit.ly/2a3XZyE>. The winner list will be posted after winner confirmation is complete.

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