

## **Starbucks for Life: 2016 Holiday 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: 2016 Holiday 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., Auxiliary Corporation, 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 December 6, 2016 at 12:00 a.m. Pacific Time ("PT") and ends on January 16, 2017 at 11:59 p.m. PT (the "Promotion Period"). For purposes of this Promotion, a "week" begins each Tuesday and ends the following Monday. 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 ("App") for payment. Then, visit <https://www.starbucksforlife.com> ("Promotion Site") and sign into your Account and you will have received one (1) 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:** During the Promotion Period, to play without making a purchase, visit <https://www.starbucksforlife.com> and follow the links and instructions to complete and submit the entry form. An email with a unique link will be sent to the email address you provided on the form. Click on the unique link to enter the Promotion Site and sign into your Account. Follow the links and instructions to play the Game and you will 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.

**Limit:** Each Entrant may earn up to two (2) Game plays per day during the Promotion Period by either making up to two (2) purchase transactions with a registered Starbucks Card or App; or up to two (2) "free" requests; or a combination of the purchase and free entry method for a total of two (2) 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.

**Special Offer:** During the Promotion Period, the first two million (2,000,000) Entrants that register for the Promotion and play the Game will receive three (3) Bonus Stars which will be automatically added to their Starbucks Rewards™ account used to register for the Promotion or awarded in the form of a Star Code (the “Offer”). Limit: Each Entrant may receive one (1) Offer during the Promotion Period.

**Bonus Game Plays:** During the Promotion Period, each Entrant may receive bonus Game plays, as outlined below:

- a. **Duplicate Collect and Win Game Pieces:** For every three (3) duplicate Collect and Win Game Pieces earned (through any combination of duplicate Game Pieces), Entrant will receive one (1) bonus Game play.
- b. **Enter a Code:** You may receive a bonus Game play by entering a code (each a “Code”). Codes will be distributed on Facebook, Instagram, Twitter, and Snapchat. You may also obtain a Code by visiting a participating Starbucks store location and locating a barista to request a game card for a bonus Game play. **No purchase necessary.** Each game card will contain a Code.

Once you obtain a Code, visit the Promotion Site and follow the links and instructions to enter the Code to receive one (1) bonus Game play. Limit: Each Entrant may enter one (1) Code during the Promotion Period, regardless of method of entry, to receive one (1) bonus Game play during the Promotion Period.

**c. Complete Challenges:**

- i. **Challenges:** Entrants may complete the following Challenges to receive bonus Game plays:

Hot Streak: Make a purchase transaction (excluding alcoholic beverages and Starbucks Cards) at a participating Starbucks® store using the Starbucks App or registered Starbucks Card five (5) days in a row to receive three (3) bonus Game plays. Limit: All purchases must be made during the Promotion Period and each Entrant may complete this challenge one (1) time during the Promotion Period.

Regular Joe: Make ten (10) separate purchase transactions (excluding alcoholic beverages and Starbucks Cards) at the same participating Starbucks® store using the Starbucks App or registered Starbucks Card to receive three (3) bonus Game plays. Limit: All purchases must be made during the Promotion Period and each Entrant may complete this challenge one (1) time during the Promotion Period.

Jump the Line: Make three (3) separate Mobile Order & Pay purchase transactions at a participating Starbucks® store using the Starbucks App to receive two (2) bonus Game plays. Limit: All purchases must be made

during the Promotion Period and each Entrant may complete this challenge one (1) time during the Promotion Period.

Best. Barista. Ever: Submit the first name of your favorite local barista and one thing you love about him/her during the Promotion Period to receive two (2) bonus Game plays. Limit: Each Entrant may complete this challenge one (1) time during the Promotion Period.

The message may not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights, disparage Sponsor, Administrator, or any other person or party, or contain material that is unlawful in any way. It must not contain brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to incorporate in the message.

Getting the Hang of It: Play Starbucks for Life Game three (3) days in a row to receive three (3) bonus Game plays. Limit: Each Entrant may complete this challenge one (1) time during the Promotion Period.

Early Riser: Make three (3) separate purchase transactions (excluding Starbucks Cards) at a participating Starbucks® store before 7 am (local store time) using the Starbucks App or registered Starbucks Card to receive two (2) bonus Game plays. Limit: All purchases must be made during the Promotion Period and each Entrant may complete this challenge one (1) time during the Promotion Period.

Coffee with Friends: Make a purchase transaction of \$15 or more (excluding tip and excluding alcoholic beverages and Starbucks Cards) in a single order at a participating Starbucks® store through the Starbucks App or registered Starbucks Card to receive two (2) bonus Game plays. Limit: All purchases must be made during the Promotion Period and each Entrant may complete this challenge one (1) time during the Promotion Period.

All day: Make one (1) purchase transaction at a participating Starbucks® store before noon and one (1) additional purchase after noon (local store time) (excluding alcoholic beverages and Starbucks Cards) in a single day using the Starbucks App or registered Starbucks Card to receive two (2) bonus Game plays. Limit: All purchases must be made during the Promotion Period and each Entrant may complete this challenge one (1) time during the Promotion Period.

BF4EAE: Click on the tweet button to tweet the prepopulated message on Twitter or share the Promotion on your Facebook wall. The prepopulated tweet post and wall post will contain a unique link to the Promotion. You will receive three (3) bonus Game plays for one (1) friend that registers for the Promotion through the unique link you posted. Limit: Each Entrant may complete this challenge one (1) time during the Promotion Period; Each Entrant may receive three (3) bonus Game plays total during the Promotion Period for completing this challenge.

Social Butterfly: To participate, you will need to have an Instagram account. If you don't have an Instagram account, you can earn the Social Butterfly bonus Game plays through the Alternate Method of Entry, as outlined below. Creating an Instagram account is free but is subject to the terms and conditions (<http://instagram.com/about/legal/terms/#>). Posting

on Instagram requires a mobile device and therefore message and data rates may apply. If entering via a mobile device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Your account settings must be set to "unprotected" and/or "public" in order for your post to be viewable by Sponsor. Post an image on Instagram answering the question "What would you order every day if you had Starbucks for Life?" and include the hashtags #StarbucksforLife and #contest. Then, visit the Promotion Site and click on the Instagram icon and follow the directions to authenticate your Instagram account during the Promotion Period to receive one (1) bonus Game play. Limit: Each Entrant may complete this challenge one (1) time during the Promotion Period.

Your post and its included content will hereafter be referred to as your Submission. Your Submission must be your original work. If you include the names or likenesses of other individuals, you must have their permission to be included. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Your Submission may not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights, disparage Sponsor, Administrator, or any other person or party, or contain material that is unlawful in any way. The Submission must not contain brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to incorporate in his/her Submission. Sponsor reserves the right to disqualify any Submission that it finds unlawful, or in violation of these Official Rules, all in its sole discretion.

Mystery Challenges: Each week one (1) mystery challenge (up to a total of five (5) mystery challenges during the entire Promotion Period) will be released on the Promotion Site. Follow the instructions on the Promotion Site to complete the challenge to earn the designated bonus Game plays. Once each mystery challenge is released, it will be available the remainder of the Promotion Period. Limit: Each Entrant may complete each mystery challenge one (1) time during the Promotion Period.

Once each challenge is completed, sign into your Account and follow the links and instructions to play the Game and you will 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.

- ii. **Alternate Method of Entry:** To earn bonus Game plays without making a purchase, visit the Promotion Site and follow the links and instructions to select a challenge from the provided list that you would like to earn bonus plays and complete and submit the form to receive the designated bonus Game plays for the selected challenge. An email with a unique link will be sent to the email address provided on the form. Click on the unique link to enter the Promotion Site and sign into your Account. Follow the links and instructions to play the Game and you will 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.

Limit: Each Entrant may receive up to thirty-two (32) bonus Game plays during the

Promotion Period regardless of method of entry or combination of method of entry.

**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 six (6) Collect and Win prize types (Starbucks for Life, Starbucks for a Year, Starbucks for a Month, Starbucks for a Week, 125 Bonus Stars, and 50 Bonus Stars; 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 in the table below.

Prize Type	Number Rare Game Pieces
Grand Prize - "Starbucks for Life"	5
First Prize - "Starbucks for a Year"	25
Second Prize - "Starbucks for a Month"	125
Third Prize - "Starbucks for a Week"	500
Fourth Prize - 125 Bonus Stars	50,000
Fifth Prize - 50 Bonus Stars	100,000

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 eight hundred fifty thousand (850,000) 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 Grand, First, Second, or Third 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 Game plays. There will be three (3) alternate drawings after which the applicable prize will remain unawarded. Unclaimed Collect and Win Game Fourth and Fifth prizes and 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 alcoholic beverages) 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"): \$56,575.00. 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 (excluding alcoholic beverages) 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: \$1,825.00. 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 (excluding alcoholic beverages) item redeemable at participating Starbucks stores in the U.S. Food and beverage credits expire daily. ARV: \$155.00. 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: \$35.00. FIFTY THOUSAND (50,000) FOURTH PRIZES: One hundred twenty-five (125) Bonus Stars which will be automatically added to their Starbucks Rewards™ account used to register for the Promotion or awarded in the form of a Star Code. ARV: \$5.00. ONE HUNDRED THOUSAND (100,000) FIFTH PRIZES: Fifty (50) Bonus Stars which will be automatically added to their Starbucks Rewards™ account used to register for the Promotion or awarded in the form of a Star Code. ARV: \$2.00.

For all Collect and Win Game Prizes: The first daily credit will be loaded to winners' accounts on or around March 1, 2017. Alcoholic beverages are 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, one (1) Third Prize one (1) Fourth Prize and one (1) Fifth Prize per person.

**Instant Win Game Prizes:** EIGHT HUNDRED FIFTY THOUSAND (850,000) SIXTH PRIZES: Five (5) Bonus Stars which will be automatically added to their Starbucks Rewards™ account used to register for the Promotion or 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: 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: \$985,375.

**8. Release:** By receipt of any prize, winner agrees to release and hold harmless Sponsor,

HelloWorld, Inc., Auxiliary Corporation, 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/2dHGnvs>. The winner list will be posted after winner confirmation is complete.

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