

Starbucks for Life Merrython Member Game Official Rules - US

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

1. Eligibility: Starbucks for Life Merrython (the "Promotion") includes the following:

- (A) An instant win game ("Instant Win Game") and a sweepstakes ("Sweepstakes") that randomly award "Prizes and Offers" (see Section 4 for details on the Instant Win Game and Sweepstakes and Section 7 for available Prizes and Offers); and
- (B) A "Merrython Game" (see Section 8 for details).

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)"). Starbucks Partners (employees) are only eligible to win Instant Win Game Star Prizes and are not eligible to win the Sweepstakes Prizes; Immediate family (spouse, parents, siblings, and children) and household members of Starbucks Corporation employees are eligible to win all Instant Win Game Prizes and Offers but are ineligible to win the Sweepstakes Prizes. Employees of Merkle Inc. ("Administrator") 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 or Offer is contingent upon fulfilling all requirements set forth herein.

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

3. Timing: The Promotion begins on December 8, 2025 at 4:00 a.m. Pacific Time ("PT") and ends on January 4, 2026 at 11:59 p.m. PT (the "Promotion Period").

- A "Day" begins at 12:00 a.m. PT and ends at 11:59 p.m. PT, except the first day which begins at 4:00 a.m. PT and ends at 11:59 p.m. PT.
- A "Week" begins each Monday and ends the following Sunday.

For the Sweepstakes, there are four (4) weekly entry periods (each a "Weekly Entry Period"), as outlined below:

Weekly Entry Period	Start Date at 12:00 a.m. PT (unless otherwise noted)	End Date at 11:59 p.m. PT	Approximate Drawing Date
1	December 8, 2025 at 4:00 a.m. PT	December 14, 2025	December 15, 2025
2	December 15, 2025	December 21, 2025	December 22, 2025
3	December 22, 2025	December 28, 2025	January 5, 2026
4	December 29, 2025	January 4, 2026	January 5, 2026

Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter for a Chance to Win Prizes and Offers:

Register for this Promotion: During the Promotion Period, visit starbucksforlife.com ("Promotion Site") and sign into your Starbucks Rewards account ("Account").

Earn/Receive Instant Win Game Prize Plays: You can earn/receive Instant Win Game prize plays (each a “Prize Play”) throughout the Promotion Period by the methods set forth below. Once earned Prize Plays are deposited into your Account you can redeem them to play the Instant Win Game at any time during the Promotion Period, except Prize Plays earned for the method outlined below in Section 4(A), which these Prize Plays expire at the conclusion of the applicable Week.

- (A) Each Week, visit the Promotion Site and sign into your Account and you will receive one (1) Prize Play deposited into your Account and you will also receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing. As mentioned above, these Prize Plays expire at the conclusion of the applicable Week. *NOTE: Starbucks Partners are not eligible to receive Sweepstakes entries.*
- (B) You can earn additional Daily Prize Plays (each Day) by taking the actions outlined below. There are two (2) ways to earn Daily Prize Plays, as outlined below: *(NOTE: These Prize Plays do not expire until the end of the Promotion).*

(1) Make a Qualifying Starbucks Purchase, as a Starbucks Rewards member, using a payment method linked to your Account (either a registered Starbucks card (“Card”) or other payment linked method) or by scanning your Starbucks® app (“App”) prior to checkout: During the Promotion Period, make an instore Starbucks purchase (excluding delivery orders and alcoholic beverages) using a Starbucks Card or other payment method linked to your Account in the App or by scanning your Starbucks App to pay at any participating Starbucks store in the United States (herein a “Qualifying Purchase”). You will receive one (1) Prize Play deposited into your Account.

(2) Enter without Making a Purchase (“Alternate Method Request”): During the Promotion Period, to receive a Prize Play without making a purchase, visit the Promotion Site and follow the links and instructions to complete and submit the Alternate Method Request entry form which includes providing your first and last name, and valid email address associated with your Account and submitting answers to the questions. You will receive one (1) Prize Play deposited into your Account.

Limit: Each Entrant may earn one (1) Prize Play and one (1) Sweepstakes entry each Week during the Promotion Period by visiting the Promotion Site and registering or logging in. Each Entrant may earn up to two (2) additional Prize Plays per Day during the Promotion Period by either making up to two (2) Qualifying Purchases; or up to two (2) Alternate Method Requests; or any combination of these two methods for a total of two (2) Prize Plays per Day.

Earn Bonus Prize Plays: You may receive bonus Prize Plays either by completing the “Weekly Challenges” listed below or by making an Alternate Method Request (as described above in Section 4(B)(2)) and selecting the particular Weekly Challenge for which you would like to apply the Alternate Method Request. You may only receive one (1) bonus Prize Play for completing each Weekly Challenge (or by making an Alternate Method Request) during the specific Week, as outlined below. Once a Weekly Challenge is completed, visit the Promotion Site and “claim” the Prize Play. *(NOTE: These Prize Plays do not expire until the end of the Promotion).*

When the Weekly Challenge is Available	Weekly Challenges
Week 1	Gift \$10 or more Starbucks eGift Card using your Starbucks Rewards Account.
Week 1	Purchase a qualifying food or beverage item from the following list as many times that are indicated on the Promotion Site at a participating Starbucks store: Mocha, Latte, Treat or Egg Bites & Bakes. Product availability

	varies by store. Products and categories as defined by Menu section in the Starbucks app.
Week 2	Purchase as many seasonal menu item(s) that are indicated on the Promotion Site at a participating Starbucks store. You can purchase items in one or more transactions.
Week 2	As indicated on the Promotion Site, either make a Qualifying Purchase on Saturday or Sunday during Week 2 or make a Qualifying Purchase on Saturday and Sunday during Week 2.
Week 3	Make the number of Qualifying Purchase(s) after 12:00 p.m. local time (as indicated on the Promotion Site) on separate weekdays (Monday through Friday) during Week 3.
Week 3	Purchase a protein beverage or protein cold foam the number of times indicated on the Promotion Site during Week 3.
Week 4	Make two (2) Qualifying Purchases at two (2) different participating Starbucks locations during Week 4.
Week 4	Purchase any food or beverage from the following list as many times that are indicated on the Promotion Site at a participating Starbucks store: Mocha, Macchiato, Bakery Item, or Treat. Product availability varies by store. Products and categories as defined by Menu section in the Starbucks app.

NOTE: Each Qualifying Purchase made during the Promotion Period will automatically be applied (a) to earn a Daily Prize Play, and (b) towards completing any applicable Weekly Challenge for Bonus Prize Plays.

Prize Play Limits: Limits for earning/receiving Prize Plays are listed above.

How to Play the Instant Win Game: Each Prize Play earned/received will be deposited into your Account. During the Promotion Period, sign into your Account and follow the links and instructions to click on the “Start” button. Next, follow the instructions to choose an avatar and a city from the selections on the Promotion Site. Then, you must either click on the “Let’s go!” button to play the Merrython Game (see Section 8) or click on the “Skip game” button. Once you complete the Merrython Game or click on the skip button, the results of the Instant Win Game will be displayed. You will receive either an Instant Win Game Prize or Offer (see Section 7) or a lose message where you have not won an Instant Win Game Prize or Offer. If you are a potential winner of a Prize or Offer, you will be provided directions for validation. All potential winners are subject to verification before any Prize or Offer will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

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 Prize Plays or Sweepstakes entries by using multiple/different email addresses, Accounts, identities, registrations and logins, or any other methods will void that Entrant's plays/entries 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 the identity of any Entrant, Sponsor and Administrator will rely on the information submitted by the Entrant to register for this Promotion and used to enroll in the Starbucks® Rewards loyalty program. If any additional information provided by Entrant is inconsistent with the information provided at registration for this Promotion or enrollment into Starbucks® Rewards loyalty program, Sponsor and/or Administrator may disqualify such Entrant and such disqualification may result in the

forfeiture of any Prizes won. Sponsor, in its discretion, may require additional documentation from Entrant to show proof of Entrant's identity.

5. Sweepstakes/Instant Win Game Functionality: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners for each are final and binding in all matters related to the Promotion. For the Sweepstakes: Administrator will randomly select each potential Weekly Entry Period winner from all eligible entries received during the applicable Weekly Entry Period on or around the dates listed in Section 3 above. Non-winning Weekly Entry Period entries will not carry over into subsequent Weekly Entry Periods. For the Instant Win Game: There will be 9,877,500 computer-generated and randomly seeded winning times throughout the Promotion Period for all of the Instant Win Game Prizes and Offers. See Section 7 below for quantities of Instant Win Games Prize and Offers awarded per Week. For the Glass Starbucks® Bearista Cold Cup Prize, there will be 17,000 computer-generated and randomly seeded winning times throughout the Promotion Period. If you are the first player to play the game at or after one of the randomly seeded times, you will be a potential instant winner of the Prize or Offer indicated.

6. Verification of Sweepstakes 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 or Offer, even if the Instant Win Game or Sweepstakes should so indicate, unless and until Entrant's eligibility and the potential winning play/entry 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. Potential winners may be required to provide their name, home mailing address (P.O. Boxes may not be permitted), and date of birth to confirm eligibility and for purposes of Prize fulfillment within three (3) days of the date notice or attempted notice is sent, in order to claim the Prize. Each potential Grand Prize and First Prize winner (parent/legal guardian if winner is a minor in their state of residence) will be sent an email to the email address associated with their 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 provide any other requested information within the required time period, potential winner forfeits the Prize. In the event that a potential winner of a Prize valued over \$25.00 is disqualified for any reason, Sponsor will award the applicable Prize to an alternate winner by random drawing from among all eligible entries. There will be three (3) alternate drawings after which the applicable Prize will remain unawarded. Unclaimed Prizes valued at or less than \$25.00 will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion (unless otherwise noted); fulfillment could take longer than outlined timeframe due to delays outside of Sponsor's control.

7. Prizes and Offers:

Sweepstakes Prizes:

FOUR (4) GRAND PRIZES (One (1) Grand Prize awarded per Weekly Entry Period): "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. The first daily credit will be loaded to the Grand Prize winners' Accounts on or around February 6, 2026. 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. Approximate Retail Value ("ARV"): \$70,518.00 each. Approximate Retail Value ("ARV"): \$70,518.00 each.

FIFTY (50) FIRST PRIZES (Twenty-five (25) First Prizes awarded for Weekly Entry Period 3 and Weekly Entry Period 4): "Starbucks for a Year." Winner will receive a daily credit to winner's Account for one (1) year (three hundred sixty-five (365) 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. The first daily credit will be loaded to each winners' Account on or around February 6, 2026. Each 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. ARV: \$2,351.00 each.

For each Sweepstakes Prize: Odds of winning a Sweepstakes Prize depend on the number of eligible entries received during the applicable Weekly Entry Period. Starbucks Card and Starbucks Account terms and conditions apply. Limit: One (1) Sweepstakes Prize per person. 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(s) redeemed is equal to \$2,000 or more.

Instant Win Game Prizes and Offers:

Prize	ARV	Week 1 Quantity	Week 2 Quantity	Week 3 Quantity	Week 4 Quantity	Prize Limit
200 Stars	\$6.05	7,500	6,250	6,250	5,000	One (1) per person
200 Stars (100 Stars doubled to 200 Stars)	\$6.05	3,750	3,125	3,125	2,500	One (1) per person
100 Stars	\$3.03	45,000	37,500	37,500	30,000	One (1) per person
50 Stars (25 Stars doubled to 50 Stars)	-	6,000	5,000	5,000	4,000	One (1) per person
25 Stars	-	450,000	375,000	375,000	300,000	One (1) per person per Week
20 Stars (10 Stars doubled to 20 Stars)	-	127,500	106,250	106,250	85,000	One (1) per person
10 Stars	-	2,175,000	1,812,500	1,812,500	1,450,000	One (1) per person per Week
Tall brewed coffee or tea coupon	\$2.87	15,000	12,500	12,500	10,000	One (1) per person
Bakery item coupon	\$3.87	15,000	12,500	12,500	10,000	One (1) per person
Butter croissant coupon	\$4.33	6,000	5,000	5,000	4,000	One (1) per person

Cake pop coupon	\$3.45	6,000	5,000	5,000	4,000	One (1) per person
Cold foam to any drink coupon	-	60,000	50,000	50,000	40,000	One (1) per person
Tall hand-crafted beverage coupon	\$5.75	7,500	6,250	6,250	5,000	One (1) per person
Grande hand-crafted beverage coupon	\$6.05	7,500	6,250	6,250	5,000	One (1) per person
Pocket coupon	\$2.97	6,000	5,000	5,000	4,000	One (1) per person
A \$5 Starbucks digital eGift card	\$5.00	20,400	17,000	17,000	13,600	One (1) per person

Prize	ARV	Total Quantity	Prize Limit
A Glass Starbucks® Bearista Cold Cup	\$29.95	17,000	One (1) per person

Odds of winning depend on the date/time of entry, the number of Prizes remaining available at the time of entry and number of eligible Instant Win Prize Plays received.

For All Prizes: Terms and conditions of coupons apply, and all coupons are valid for 30 days from claim date. Claim by January 11, 2026. Starbucks eGift card and Starbucks Account terms and conditions apply. Stars accumulated under the Starbucks Rewards loyalty program are promotional and have no cash value; Stars awarded in this Promotion have value in the Starbucks Rewards loyalty program when awarded. Where applicable, Prize style, size, product color, and all other details will be determined by Sponsor in its sole discretion. 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 or Prize component 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: \$2,777,147.00.

8. How to Play the Starbucks for Life Merrython Runner Game: During the Promotion Period, visit the Promotion Site and follow the links and instructions to play the Starbucks for Life Merrython runner Game. Instructions on how to play the Starbucks for Life Merrython runner Game can be found on the Promotion Site. The Starbucks for Life Merrython runner Game is for fun only and there is no limit to the number of times you may play the Starbucks for Life Merrython runner Game each Day.

9. Release: By entering the Promotion, Entrants agree to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Promotion and/or acceptance, use, inability to use, misuse or redemption of any Prize (including any injury or harm related thereto).

10. Publicity: Except where prohibited, participation in the Promotion constitutes winner'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 in any media, worldwide, without further payment or consideration. Sponsor is not obligated to use any of the above-mentioned information or publicity materials but may do so and edit such information or materials at its sole discretion, without further

obligation or compensation.

11. 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 Promotion, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Promotion, including but not limited to fulfillment of the Prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to modify the Prizes offered herein and to award the Prizes at random from among the eligible entries or plays received 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 Promotion, including but not limited to submitting fraudulent Prize Plays, 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 Promotion 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. In no event will more Prizes than are stated in these Official Rules be awarded. If, for any reason, more Prize notifications are sent (or more claims are received) than the number of Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of Prizes through a random drawing from among all eligible Prize claims received. In the event there is a discrepancy or inconsistency between, any other statements contained in any Sweepstakes-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Promotion Site, the Official Rules as posted on the Promotion Site shall prevail, govern, and control.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information either caused printing errors or by any of the equipment or programming associated with or utilized in the Promotion or provided by Entrants; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines, or network hardware or software; (3) unauthorized human intervention in any part of the Promotion, including but not limited to the entry process; (4) technical or human error which may occur in the administration of the Promotion, including but not limited to 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, use, inability to use, or misuse of any Prize. If for any reason an Entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another Sweepstakes entry or Prize Play, if possible.

13. Dispute Resolution (Including Arbitration Agreement; Class Action Waiver; Jury Trial Waiver): Disputes will be resolved as outlined in the Starbucks Rewards [Terms and Conditions](#).

14. Entrant's Personal Information: Information collected from Entrants is subject to the [Sponsor's Privacy Policy](#).

15. Winner List: See the [winner list](#) for Promotion winners. The winner list will be posted after winner confirmation is complete.

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