

Starbucks VIA™ Ready Brew Sweepstakes
COMPLETE OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited by law. This sweepstakes begins on September 23, 2009 at 12:00 p.m. Pacific Standard Time ("PST") and ends on September 29, 2009 at 5:00 p.m. PST ("Promotion Period").

1. **ELIGIBILITY:** The Starbucks VIA™ Ready Brew Sweepstakes ("Sweepstakes") is sponsored by Starbucks Corporation ("Sponsor") and is open only to legal U.S. residents in the fifty (50) United States and the District of Columbia who have reached the age of majority in their state of residence at the time of entry ("Entrants"). All others are ineligible to enter and will be disqualified. Employees of Starbucks Corporation and the immediate families (spouses, parents, children and siblings and their spouses) or individuals living in the same household of such employees are ineligible. 2. **TO ENTER:** During the Promotion Period, Entrants must be one of the first twenty (20) respondents to Sponsor's blog post called "[Starbucks VIA™ Ready Brew: Tell us your ideas!](#)" on www.MyStarbucksIdea.com website in which Entrant responds with the statement "I want Starbucks VIA" and/or Entrant describes the type of content Entrant will post on www.StarbucksVIA.com. The first twenty (20) eligible Entrants to respond in the foregoing manner will be deemed the winner. Limit one entry per person. Facsimile and mechanically reproduced entries will not be accepted. All entries submitted become the sole property of Sponsor and will not be returned. The designation of each winner is determined by Sponsor whose decisions are final and binding in all matters regarding this Sweepstakes. Participants agree to be bound by these Complete Official Rules and the decisions of the Sponsor. 3. **PRIZES/ODDS:** (20) Prizes: Twenty (20) sticks of Starbucks VIA™ Ready Brew will be given to each of the twenty (20) winners. Approximate Retail Value ("ARV"): \$20.00 each. Odds of winning depend on the number of eligible entries received during the entry period. No cash or prize substitutions, except the Sponsor reserves the right to substitute prizes of comparable value in its reasonable judgment. 4. **GENERAL CONDITIONS:** Potential winner will be notified by email within forty-eight (48) hours of their posting. Potential winner may be required to sign and return an Affidavit of Eligibility and Release of Liability/Publicity. If the prize or prize notification is returned as unclaimed or undeliverable, the prize will be forfeited and an alternate winner will be selected. Participation in this sweepstakes constitutes permission to use the Entrant's name, likeness, voice, videotape, and photo for promotional and publicity purposes without notice and at no additional compensation unless prohibited by United States law. By participating and accepting a prize, winner releases and agrees to hold harmless the Sponsor from any and all liability for any injuries including but not limited to personal injury, bodily injury (including without limitation wrongful death and disability), property damage, or loss or damage of any other kind, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of the prize, or participation in this Sweepstakes or any Sweepstakes related activity. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by web site users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Sweepstakes and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to the data system. In the event of a dispute as to the identity of a winner based on the email address, the winning entry will be declared by the authorized account holder of the email address from which the winning response was sent. Authorized account holder is defined as the natural person who is assigned to the email address by Sponsor (providing that the Authorized account holder meets all eligibility requirements of the Sweepstakes). All submissions become the sole property of Sponsor and non-winning submissions will not be acknowledged or returned. 5. **SPONSOR:** Starbucks Corporation, 2401 Utah Avenue South, Seattle WA 98134.