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**THE BENJAMIN FRANKLIN TRICENTENARY AND STARBUCKS COFFEE COMPANY
ANNOUNCE WINNERS OF THE BEN FRANKLIN COFFEEHOUSE CHALLENGE**

MORE THAN 30 LOCAL GROUPS PARTICIPATED IN COMMUNITY GRASSROOTS PROGRAM

Philadelphia – August 30, 2006 – What could your community do with \$3,000? Create a dog park? Beautify your neighborhood? Mentor children of prisoners? On September 6, 2006, five communities will receive a \$3,000 award as part of the *Ben Franklin Coffeehouse Challenge*, a six-month grassroots program created to encourage civic-minded individuals to identify local issues and generate potential solutions for change in their community, in the spirit of Benjamin Franklin. The Ben Franklin Coffeehouse Challenge has been presented in partnership by The Benjamin Franklin Tercentenary and Starbucks Coffee Company.

The award ceremony for the program, *The Coffeehouse Honors*, will take place on Wednesday, September 6, from 7 to 9 p.m. at the American Philosophical Society's Benjamin Franklin Hall, which is located at 427 Chestnut Street, Philadelphia. Challenge participants, community and civic leaders, as well as program supporters are invited to attend the event where Starbucks Coffee Company will announce the five award recipients and present them each with a check for \$3,000 to help the groups continue their work.

Beginning in January 2006, local volunteers organized 34 Coffeehouse Challenge groups, inviting their neighbors to meetings at which they discussed ways to improve their communities. At the end of each inaugural discussion, most Coffeehouse Challenge groups committed to regular meetings in order to turn their best ideas into reality. By the July 4 deadline, 28 groups had submitted project proposals with ideas ranging from creating a community map to founding a film society in an abandoned train station. Following the deadline, a group of distinguished civic and community leaders evaluated each submission based on the Coffeehouse Challenge proposal criteria, which assessed grassroots support and involvement of community partners; clear objectives; innovation or ingenuity; and measurable outcomes.

Prior to the awards ceremony, The Benjamin Franklin Tercentenary will host a half-day non-profit overview course for all 28 Ben Franklin Coffeehouse Challenge groups. Workshops are designed to make sure all the groups have the basic tools to realize their community improvement plans, and will include: Media Training for Nonprofits; Budgeting and Financial Management; Fundraising 101; and How to Become a 501(c)(3).

The Ben Franklin Coffeehouse Challenge is sponsored by CBS 3, *The Philadelphia Inquirer*, *Daily News* and Philly.com. Each of these media partners will be actively involved in creating awareness and enthusiasm for the initiative.

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About The Benjamin Franklin Tercentenary

The Benjamin Franklin Tercentenary, a non-profit organization supported by a lead grant of \$4 million from The Pew Charitable Trusts, was established to mark the 300-year anniversary of Benjamin Franklin's birth (1706-2006) with a celebration dedicated to educating the public about his enduring legacy and inspiring renewed appreciation of the values he embodied. The Benjamin Franklin Tercentenary was founded in 2000 by a consortium of five Philadelphia cultural institutions: the American Philosophical Society, The Franklin Institute, The Library Company of Philadelphia, the Philadelphia Museum of Art and the University of Pennsylvania. In addition, an Act of Congress in 2002 created The Benjamin Franklin Tercentenary Commission, a panel of fifteen outstanding Americans chosen to study and recommend programs to celebrate Franklin's 300th birthday. The Benjamin Franklin Tercentenary can be found online at www.benfranklin300.org.

About Starbucks Coffee Company

Through the dedication of our passionate partners (employees), Starbucks Coffee Company has transformed the way people in 37 countries enjoy their coffee, one cup at a time. Starbucks is the premier purveyor of the finest coffee in the world, with more than 11,500 retail locations in North America, Latin America, Europe, the Middle East and the Pacific Rim. The Company is committed to offering its customers the highest quality coffee and human connection through the *Starbucks Experience*, while striving to improve the social, environmental and economic well being of its partners, coffee farmers, countries of coffee origin, and the communities which it serves. Through Ethos Water, Starbucks demonstrates its long history of integrating a social conscience into all aspects of its business. The Company surprises and delights its customers by producing and selling bottled Starbucks Frappuccino® coffee drinks, Starbucks DoubleShot® espresso drinks and Starbucks® superpremium ice creams through its joint-venture partnerships, and Starbucks™ Coffee and Cream Liqueurs through a marketing and distribution agreement, in other convenient locations outside its retail operations. The Company's brand portfolio includes superpremium Tazo® teas, Starbucks Hear Music™ compact discs, Seattle's Best Coffee and Torrefazione Italia. These brands' unique and innovative personalities allow Starbucks to appeal to a broad consumer base.

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