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THE BENJAMIN FRANKLIN TERCENTENARY AND STARBUCKS COFFEE COMPANY
LAUNCH THE BEN FRANKLIN COFFEEHOUSE CHALLENGE

*Community-Driven Campaign Celebrates Franklin's Legacy and
Encourages Civic Collaboration to Create Positive Change*

Philadelphia – January 20, 2006 – The Benjamin Franklin Tercentenary and Starbucks Coffee Company are partnering to present the *Ben Franklin Coffeehouse Challenge*, a grassroots program to encourage lively and informal discussions during which a diverse range of civic-minded individuals can share their thoughts on particular local issues and, most importantly, generate potential solutions. The *Ben Franklin Coffeehouse Challenge* will run from now until June 2006 throughout neighborhood Starbucks locations in Greater Philadelphia and Central Pennsylvania, and offers the region's residents an exciting opportunity to recreate Franklin's special brew of civic generosity.

To celebrate the launch of the *Ben Franklin Coffeehouse Challenge* there will be a panel discussion on Tuesday, January 24, 2006 at the Fels Planetarium of The Franklin Institute. Led by CBS 3 anchor Pat Ciarrocchi, the event will bring together panelists Patricia A. Coulter, president and CEO, Urban League of Philadelphia; Mark Edwards, program director, Local Initiatives Support Corporation (LISC) Philadelphia; and Hal Real, president, Real Entertainment Group/World Café Live, who will share their community building experiences and successes.

"Starbucks is delighted to be partnering with the Benjamin Franklin Tercentenary for this unique and ambitious initiative, which both celebrates the rich history of coffeehouse discussion and debate and aims to enable our local communities to find real solutions to local challenges," said Morgan Schafer, regional vice president, Starbucks Coffee Company.

Coffeehouse Challenge discussions are organized by volunteer facilitators with the support of their local Starbucks and the Benjamin Franklin Tercentenary. Some facilitators will actively be recruited from the Benjamin Franklin Tercentenary consortium member institutions and other regional organizations, while many will come forward after having heard about the program. But anybody can volunteer!

Facilitators will choose a compelling local issue and work with Starbucks partners (employees) to organize the first meeting date/time. Together they will act as coordinators, inviting participants from community groups, businesses, non-profits, local authorities, secondary schools, colleges and universities, as well as Starbucks customers, to join them for a dynamic blend of discussion, fresh-brewed coffee, and new ideas. At the end of each inaugural discussion, Coffeehouse Challenge groups can commit to regular meetings in order to work out the practical details of their best ideas – and they can even submit a proposal for funding, due to the Benjamin Franklin Tercentenary by July 4, 2006.

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Ultimately, a panel will review the proposals, and in September 2006, a ceremony will be held to award five proposals with \$3000 each from Starbucks, so that they can continue their work, and make their vision a reality for their community.

“Franklin had a lifelong belief that people who banded together for a common purpose could achieve greater goals than individuals could do separately,” said Dr. Rosalind Remer, executive director of the Benjamin Franklin Tercentenary. “We want to encourage 21st-century Ben Franklins to carry on his legacy of civic generosity and create lasting benefits for our region.”

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.

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

Starbucks Corporation is the leading retailer, roaster and brand of specialty coffee in the world, with more than 10,500 retail locations in North America, Latin America, Europe, the Middle East and the Pacific Rim. The Company is committed to offering the highest quality coffee and the Starbucks Experience while conducting its business in ways that produce social, environmental and economic benefits for communities in which it does business. In addition to its retail operations, the Company produces and sells bottled Frappuccino® coffee drinks, Starbucks DoubleShot® espresso drink, and a line of super premium ice creams through its joint venture partnerships. The Company's brand portfolio provides a wide variety of consumer products--innovative super premium Tazo® teas and exceptional compact discs from Starbucks Hear Music™ enhance the Starbucks Experience through best-of-class products. The Seattle's Best Coffee® and Torrefazione Italia® coffee brands enable Starbucks to appeal to a broader consumer base by offering an alternative variety of coffee flavor profiles.

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