



COMPANY RECOGNITION

February 2008

MULTIPLE YEAR AWARDS

- One of “**The 100 Best Companies to Work For**” — *FORTUNE* — 1998–2000, 2002–2008.
- Recognized as one of “**Ten Most Admired Companies in America**” — *FORTUNE* — 2003–2007.
- One of “**100 Best Corporate Citizens**” — *Corporate Responsibility Officer* magazine — 2000–2007.
- **One of the “100 Best Corporate Citizens”** — *Business Ethics* magazine — 2000–2007.
- “**Most Admired Company**” in the Food Services category — *FORTUNE* — 2001–2005.
- Selected as a component of the **Dow Jones Sustainability World Indexes** — 1999, 2001–2007.
- Covalence Ethical Ranking placed Starbucks third (2007) and fifth (2005) in the “**Best Ethical Score**” category and second (2005 and 2007) in the Food & Beverage category. Twenty multinational companies are analyzed in 10 major sectors; only the top 10 performing companies are ranked in each category: Best Ethical Score, Best Ethical Progress and Best Reported Performance.
- Starbucks UK recognized as one of the “**Top 10 UK Best Places to Work**” — 2006–2007.
- Named to the *Training Magazine* **Top 125 list** — 2004–2007.

2007

- Howard Schultz, Starbucks founder, awarded the prestigious **First Magazine Award** for Responsible Capitalism in 2007. This annual award recognizes business leaders who put social responsibility at the heart of their commercial strategy.
- One of the “**Companies We Love**” — *Advocate* magazine.
- Named one of the companies “**Most Admired for HR**” — *Human Resource Executive* magazine.
- One of the “**Top Military Spouse Friendly Employers**” for 2007 — *Military Spouse Magazine*.
- Listed as 2007 Black Enterprise Magazine’s “**40 Best Companies for Diversity**” and “**15 Best in Corporate Board Diversity**.”
- One of the **World’s Most Ethical Companies** — *Ethisphere* magazine.
- **Corporate Award** — Disability Rights Legal Center.
- **Eagle Award** — Disability Rights Advocates.
- Named as the **second best place to work** in 2007 by Las Mejores Empresas para Trabajar© (Great Places to Work) Institute in Mexico.
- **Best Companies to Work For** in Latin America (#11).
- **Best Workplaces** in Spain (#23).
- **100 Best Workplaces** in Europe.
- Recognized by *Essence* magazine as one of its “**Great Places to Work**” in 2007.
- **Corporate Equality Index** — In 2007, Starbucks achieved a score of **100 percent** on The Human Right Campaign Foundation’s

Corporate Equality Index, a nationally recognized measure of gay, lesbian, bisexual and transgender workplace equality.

2006

- Starbucks ranked fourth among the “**World’s Most Influential Brands**” by Brandchannel.com.
- One of “**World’s Most Respected Companies**” — *Financial Times*.
- Ranked tenth on the U.S. Environmental Protection Agency’s Green Power Partnership list of **Top 25 Green Power Partners** for its significant purchase of Green Power.
- Starbucks Calgary is recognized as “**Employer of Persons with Disabilities Award of Distinction**” from the Alberta Business Awards of Distinction Banquet for Starbucks ability to create human connection.
- *BusinessWeek* magazine names Starbucks one of “**The Top Performers for The BusinessWeek Fifty**” special annual issue.
- *Nikkei Business Publications* ranks Starbucks No. 14 in the **2006 Annual Brand Ranking** in Japan among businesspeople.
- Starbucks is recognized in *Diversity Inc.’s* “**Top 50 for Diversity**” and “**Top 10 Companies for Latinos**.”
- Ranked No. 25 on the *Newsweek Japan’s* “**2006 World Corporation Ranking 500**” list based on sales, corporate social responsibility and return on equity.
- Starbucks ranked No. 91 on *Interbrand’s* “**The Top 100 Brands 2006**” list.
- Best Practice Institute named Jim Donald to the list of “**25 Top CEOs**” in the world.
- Starbucks is recognized as one of 15 employers to receive the “**Secretary of Defense Employer Support Freedom Award**” given by the National Committee for Employer Support of the Guard and Reserve, a U.S. Department of Defense agency.
- Ranked No. 9 by college students as a “**Most Desirable Company to Join**” as compiled by *Cheers* magazine in Taiwan.
- Starbucks is recognized as “**Model Company for Sustainable Economic Development**” by the Luohu government in Shenzhen, China.
- Starbucks Coffee Korea named first on the “**Korean Standard – Service Quality Index Coffee Shop**” section as chosen by customers and compiled by Korean Standards Association.
- Starbucks UK is recognized as one of “**UK Top 50 Best Places to Work**” (ranked 34th), awarded by the Great Places to Work Institute, in partnership with the *Financial Times*.
- Starbucks UK awarded a “**Big Tick**” by Business in the Community in recognition of excellence in corporate social responsibility, for the *Partners in Education* program.
- Starbucks ranked No. 8 on “**Top 100 Public Companies in Washington**” — *Washington CEO*.

2005

- Recognized by Beijing Mei Da’s “**The Employer of Choice in 2005**” awards for being one of the top 10 companies in China.

- Awarded the **“Recycling Works Award”** for leadership in recycling, conservation of the environment and the fulfillment of the National Recycling Coalition’s mission.
- Starbucks™ Coffee Liqueur recognized as the **“Best New Product of 2005”** by *Market Watch*, a national alcohol beverage industry trade publication.
- Howard Schultz, Starbucks chairman, recognized by *U.S. News & World Report* as one of **“America’s Best Leaders.”**
- Starbucks Coffee Canada ranked sixth among the **“Most Admired Corporate Cultures”** in the *2005 Canadian Corporate Culture Study* conducted by Waterstone Human Capital Ltd. and *Canadian Business*.
- The U.S. Department of Defense presented Starbucks with the **“Employer Support of Guard and Reserve (ESGR) Award.”** The award publicly recognizes employers, nominated by employees who voluntarily serve in the National Guard and Reserve, for exceptional support above the requirements of the Uniformed Services Employment and Reemployment Rights Act (USERRA) Law.
- Now retired Orin Smith recognized as the **“Best CEO in America”** for the Restaurant Sector by *Institutional Investor* magazine — 2004 and 2005. He is also recognized as **“CEO of the Year”** by *Washington CEO*.
- Starbucks receives the **“Specialty Coffee Association of America’s Sustainability Award.”** The award recognizes C.A.F.E. (Coffee and Farmer Equity) Practices as a leading example of sustainable development in business.
- *Report on Business* magazine names Starbucks one of **“Canada’s Most Responsible Companies.”**
- The World Environment Center (WEC) selected Starbucks to receive its 21st Annual **Gold Medal for International Corporate Achievement in Sustainable Development** for C.A.F.E. (Coffee and Farmer Equity) Practices.
- *Forbes* magazine named Starbucks one of the **“400 Best Big Companies”** in the 2005 Forbes Platinum list.
- Starbucks recognized by *Human Resource Executive* in its 2005 **“Top 100 Companies”** list.

2004

- DiversityBusiness.com elevates Starbucks to the **Div50**, a list of the top 50 corporate buyers of diversity products and services.
- Starbucks named as the top company in the Leisure category in *Global Finance* magazine’s **“World’s Best Companies.”**
- Starbucks ranks 17th in the sixth annual **Reputation Quotient** study conducted by Harris Interactive Inc. and the Reputation Institute. This survey measures the reputations of the most visible companies in the country. Survey respondents also named Starbucks most often as the stock they would definitely recommend to others.
- Recognized as **“Best Coffee House in Oman”** in *Oman Today* magazine — 2002, 2003 and 2004.

- Starbucks awarded the **“Service Excellence Scheme Award”** by the Government of Dubai — 2003, 2004.
- In a survey conducted by *Nikkei Business Publications*, Starbucks tops the brand rankings in the Japanese restaurant industry category.
- The prestigious **“Enseigne d’Or”** award for the **“Most Efficient New Retail Concept in France”** is awarded to Starbucks Coffee International, recognizing business leadership and retail design sensibility.
- In a benchmark survey released by *SustainAbility*, Starbucks *Fiscal 2003 Corporate Social Responsibility (CSR) Annual Report* is named one of the **“Top 50 CSR”** reports in the world.
- Starbucks given the first **“EnviroStars-Recognized Leader”** distinction for environmental leadership within the local Seattle community.
- PROVAIL presents its **“Wyckoff Award for Corporate Partnership”** to Starbucks for employing people with disabilities.
- Selected one of *Restaurant Business* magazine’s **“Annual Top 50 Growth Chains.”**
- Named winner of the **“2004 Brandweek Customer Loyalty Award”** in the Coffee and Doughnuts category.
- Awarded the **“Global Paragon Award”** in recognition of Starbucks outstanding Global Leadership Conference.
- Starbucks acclaimed as one of *BusinessWeek* magazine’s **“Best Global Brands.”**
- Starbucks receives an **“A”** in the **“Sustainability Rating”** from Zürcher Kantonalbank, an environmental and social research group.
- *Barron’s* magazine places Starbucks 24th on **“Barron’s 500.”**
- Howard Schultz is recognized by *Time* magazine as one of the **“Time 100,”** a list of the most influential people in the world today.
- Starbucks ranked 25th in *BusinessWeek* magazine’s **“Top 50 of the S&P 500.”**
- Recognized as one of the **“100 Most Valuable Global Brands”** by *BusinessWeek* magazine.
- Starbucks named among the **“10 Most Impactful Global Brands”** by brandchannel.com.
- Orin Smith named one of the **“Best Managers of the Year”** by *BusinessWeek* magazine.
- Awarded **“Colombian Order of the Grand Cross Medal”** by the Secretary of Agriculture of the State of Nariño, Colombia.
- Selected as a component of several **FTSE4Good** indices.

2003

- Starbucks Card Duetto™ Visa® recognized as one of the **“Best Products of 2003”** by *BusinessWeek* magazine.
- Recognized as one of **“Most Trusted Brands”** by *Adweek* magazine.

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- Now retired Mary Williams, senior vice president (svp) Coffee, awarded a **“Lifetime Achievement Award”** from the Specialty Coffee Association.
- Starbucks Law and Corporate Affairs department is voted **“Pro Bono Firm of the Year”** by the King County Bar Association.
- Mary Williams, svp Coffee, awarded **“Individual Green Globe Award”** by the Rainforest Alliance.
- Starbucks energy-reduction project receives **“Energy Conservation Award”** by the Business and Industry Resource Venture.
- Ranked eighth in *Brandweek’s* **“Super Brand”** list.
- Presented the **“Global Brand Marketing Award”** in the Food and Beverage category by the *Korea Economic Daily* and the Ministry of Commerce in Korea.
- Listed on **“Ethibel Investment Register and the Ethibel Sustainability Indexes.”**
- Listed on **“Fortune 500.”** — *FORTUNE*.
- One of 20 **“PlanetOut Partners’ Best Companies to Work For”** — PlanetOut.
- Starbucks Coffee Korea recognized as **“No. 1 Coffee Shop”** — Brand Power Index of Korea.
- Awarded **“Literary Lions Award”** for excellence in promoting literacy — King County Library Association.

2002

- The Starbucks and Conservation International partnership awarded **“2002 World Summit Business Awards for Sustainable Development Partnerships”** — International Chamber of Commerce (ICC) and the United Nations Environment Program (UNEP).
- Starbucks receives **“Humanitarian Award”** — Coffee Quality Institute.
- Brandchannel.com names Starbucks **“Top Five”** in **“Reader’s Choice 2001 Brand of the Year Award.”**
- Awarded **“Excellence in Alliances”** — Association of Strategic Alliance Professionals.
- Awarded **“Restaurant Operator of the Year”** — Hospitality Technology Edge

2001

- Awarded **“2001 Edwin T. Pratt Award”** for contributions to the Metropolitan Seattle Chapter Urban League and Community.
- Awarded **“Regional Corporation of the Year”** for championing minority supplier diversity — Northwest Minority Business Council.
- Howard Schultz recognized as one of **“Top 25 Best Managers”** — *BusinessWeek*.
- Awarded **“Justice for Victims of Crimes Award”** — U.S. Department of Justice.

- Named as one of 100 **“Strongest Global Brands”** — *BusinessWeek*.
- Selected as one of **“Top 100 Chains”** — *Nation’s Restaurant News*.
- Named **“Merchandiser of the Year”** — Merchandising Executive Club of Chicago.
- Howard Schultz recognized as one of **“Top Six Entrepreneurs of the Year”** — *Restaurant Business*.

2000

- Starbucks named **“Best Product of the Year”** in Korea — *JoonAng Daily* newspaper.
- Howard Schultz presented with Columbia Business School’s **“Botwinick Prize in Business Ethics.”**
- *Interbrand* magazine named Starbucks one of **“75 Great Global Brands in the 21st Century.”**
- Howard Schultz named **“Executive of the Year”** — *Restaurants and Institutions* magazine.
- Ranked the **“Number One Restaurant Chain”** in Tokyo, Japan — *Nikkei Restaurants* magazine.
- **“Corporate Citizenship Award”** for various community service programs — Citizen’s Fund.

1990s

- **“National Leadership Award”** for philanthropic and educational efforts to battle AIDS — AIDS Action, Washington, D.C., April 5, 1999.
- **“The Pacific Northwest Good Works Education Award”** for regional businesses that give back to local communities — KCTS-TV, February 18, 1999.
- One of **“The Best Companies to Work for in America for People with Disabilities”** — *We* magazine — May 24, 1997.
- **“The Stafford Award for Corporate Leadership”** in recognition of the company’s sensitive reuse of older spaces within cities — *Scenic America*, May 13, 1997.
- 1996 **“Corporate Conscience Award for International Human Rights”** — Council on Economic Priorities, June 4, 1996.
- 1996 **“International Humanitarian Award”** — CARE.

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