

Starbucks Names New President for U.S. and Announces Leads for Four U.S. Operating Divisions

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Starbucks Coffee Company (NASDAQ:SBUX) announced that Cliff Burrows, currently president, Europe, Middle East and Africa (EMEA), has been named president, Starbucks Coffee U.S., effective March 12, 2008. Burrows succeeds Launi Skinner, who resigned to spend more time with her husband and two daughters.

'We are very sorry to see Launi go, but we know that her legacy at Starbucks is strong and that we are a better company thanks to her passion, commitment and leadership,' said Martin Coles, chief operating officer. 'We are also very pleased that we were able to name a new leader for our U.S. business from within our company. Cliff has led our business and brand to tremendous success in the EMEA region most recently and the UK prior to this. We now look to him to apply that same drive and business acumen to leading our U.S. business.'

Burrows began his career with Starbucks in April 2001, as vice president and managing director, UK, building the Starbucks brand and more than doubling the number of stores in that market under his leadership. In April 2006, he was appointed to the position of president, EMEA. During his tenure, Burrows was responsible for accelerating the growth and profitability of this business, while building a strong team of leaders to drive continued market success.

Prior to joining Starbucks, Burrows spent the majority of his career with Habitat Designs Limited, a furniture and housewares retailer. He served as managing director, responsible for the UK and European retail and franchise business. Born in the UK, Burrows grew up in Zambia and completed his education in London. Burrows is relocating to Seattle, WA with his wife, Anna and their two children.

As part of Starbucks ongoing transformation and focused efforts to reignite its emotional attachment with customers, the company recently realigned its U.S. divisions. The leaders of each division, listed below, will report directly to Coles until Burrows' transition and immersion with the new team is complete:

Chris Carr, senior vice president, Northwest / Mountain. Prior to his promotion, Carr served as regional vice president, South Central.

Cos LaPorta, senior vice president, Western / Pacific. LaPorta most recently was senior vice president, Western Division.

Jim McDermet, senior vice president, Northeast / Atlantic. In his previous role McDermet served as senior vice president, U.S. Store Services.

Paul Twohig, senior vice president, Southeast / Plains. Twohig most recently was senior vice president, Eastern Division.

With Burrows departure as president, EMEA, on an interim basis the team will report directly to Jim Alling, president, Starbucks Coffee International until the new president, EMEA is appointed.

'We are very proud of our leadership team and of their continued commitment to reaffirming our place as the world's coffee authority,' said Coles. 'I look forward to working with our new U.S. leadership and our teams in EMEA and the UK as we continue our efforts to transform the company and the Starbucks Experience for customers.'

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