



Starbucks Corporation [SBUX] N-100 to Ring The NASDAQ Stock Market Opening Bell

ADVISORY, Sept. 27, 2012 (GLOBE NEWSWIRE) --

What:

Starbucks Corporation [SBUX], high quality coffee retailer and member of the NASDAQ-100 Index, will visit the NASDAQ MarketSite in Times Square Friday, September 28. Starbucks is celebrating the third anniversary of VIA® Instant Coffee, which reinvented the instant coffee category and customers enjoy coffee on the go. And just last week, Starbucks made another move in the premium single cup space when it introduced Verismo™ System by Starbucks, the first at-home single cup brewer that makes Starbucks espresso, Caffè Lattes, and brewed coffee all from one machine.

In honor of the occasion, Andrew Alfano, **senior vice president of the Northeast Division, joined by Starbucks partners**, will ring the Opening Bell.

Where:

NASDAQ MarketSite — 4 Times Square — 43rd & Broadway — Broadcast Studio

When:

Friday, September 28, 2012 — 9:15 a.m. to 9:30 a.m. ET

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Feed Information:

Fiber Line (Encompass Waterfront): 4463
Gal 3C/06C 95.05 degrees West
18 mhz Lower
DL 3811 Vertical
FEC 3/4
SR 13.235
DR 18.295411
MOD 4:2:0
DVBS QPSK

Facebook and Twitter:

For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies please visit our Facebook page at:

<http://www.facebook.com/NASDAQ>.

For news tweets, please visit our Twitter page at:

<http://twitter.com/nasdaqomx>

Webcast:

A live webcast of the NASDAQ Opening Bell will be available at:

<http://www.nasdaq.com/about/marketsitetowervideo.asx>.

Photos:

To obtain a hi-resolution photograph of the Market Open, please go to

http://www.nasdaq.com/reference/marketsite_events.stm and click on the market open of your choice.

About Starbucks Corporation [SBUX]:

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting the highest-quality *arabica* coffee in the world. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique *Starbucks Experience* to life for every customer through every cup. To share in the experience, please visit us in our stores or online at www.starbucks.com.

About NASDAQ-100 Index®:

The NASDAQ-100 Index, launched in January 1985, is one of the most widely followed benchmarks in the world. The NASDAQ-100 Index is the basis of the PowerShares QQQ Trust (Nasdaq:QQQ) which aims to provide investment results that, before expenses, correspond with the NASDAQ-100 Index's performance. In addition, options, futures and structured products based on the NASDAQ-100 Index and the PowerShares QQQ Trust trade on various exchanges.

About NASDAQ OMX:

The inventor of the electronic exchange, The NASDAQ OMX Group, Inc., fuels economies and provides transformative technologies for the entire lifecycle of a trade - from risk management to trade to surveillance to clearing. In the U.S. and Europe, we own and operate 24 markets, 3 clearinghouses and 5 central securities depositories supporting equities, options, fixed income, derivatives, commodities, futures and structured products. Able to process more than 1 million messages per second at sub-40 microsecond speeds with 99.999% uptime, our technology drives more than 70 marketplaces in 50 developed and emerging countries into the future, powering 1 in 10 of the world's securities transactions. Our award-winning data products and worldwide indexes are the benchmarks in the financial industry. Home to approximately 3,400 listed companies worth \$6 trillion in market cap whose innovations shape our world, we give the ideas of tomorrow access to capital today. Welcome to where the world takes a big leap forward, daily. Welcome to the NASDAQ OMX Century. To learn more, visit www.nasdaqomx.com. Follow us on Facebook (<http://www.facebook.com/NASDAQ>) and Twitter (<http://www.twitter.com/nasdaqomx>). (Symbol: NDAQ and member of S&P 500)

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Source: The NASDAQ OMX Group, Inc.

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