



**FOR IMMEDIATE RELEASE MARCH 3, 2010**

**Mac's Convenience Stores and Seattle's Best Coffee Expand Longtime Relationship**  
*Agreement Brings Great Brewed Coffee to More Than 600 Additional Stores in Ontario, Canada*

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**TORONTO, March 3, 2010** — Mac's Convenience Stores, a subsidiary of Alimentation Couche-Tard Inc. (TSE : ATD.A and ATD.B), and Seattle's Best Coffee LLC, part of Starbucks Corporation (NASDAQ: SBUX), announced today that they have entered into an agreement for Mac's to exclusively brew Seattle's Best Coffee® in Ontario in the convenience store channel. This agreement expands the more than 14-year relationship between the brands and leverages each company's world-class capabilities with the aim of giving Mac's customers a great cup of coffee. As part of this agreement, Mac's will expand its offering of Seattle's Best Coffee® from its current 290 convenience stores across four provinces in Western Canada to another 600 locations across Ontario, Canada.

“We're confident this relationship will enable us to meet the growing expectation of our customers for premium coffee,” added Kim Trowbridge, Vice President of Operations, Mac's Western & Central Divisions. “This relationship demonstrates our commitment to selling and providing only the best coffee experience to our customers. Seattle's Best Coffee® will be a key anchor to our foodservice program and will establish Mac's as a coffee destination,” George Kioussis, Director of National Procurement – Couche-Tard Canada.

“We believe everyone should be able to get a great cup of coffee,” said James Peters, vice president, Licensed Stores and Foodservice, Seattle's Best Coffee, Canada. “Through our expanded relationship, we are looking forward to making premium coffee available at more Mac's locations in Ontario.”

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Seattle's Best Coffee first started roasting coffee back in 1970, and today is one of the most recognized specialty coffee brands in North America. The *Uncommonly Smooth*<sup>™</sup> taste profile of Seattle's Best comes from years of experience in sourcing and roasting the highest-quality beans, creating truly satisfying and delicious blends.

Mac's Convenience Stores in Ontario will feature several freshly brewed coffee blends, with a fully-branded Seattle's Best Coffee<sup>®</sup> program, to include Tazo<sup>®</sup> tea and Fontana<sup>®</sup> syrups. Stores in Ontario will be converted over the next 24 months.

### **About Mac's Convenience Stores Inc.**

Mac's Convenience Stores Inc. is part of Alimentation Couche-Tard Inc., who is the leader in the Canadian convenience store industry. In North America, Couche-Tard is the second largest independent convenience store operator in terms of number of stores. Couche-Tard currently operates a network of 5,906 convenience stores which include 4,128 motor fuel dispensing, located in eleven large geographic markets, including eight in the United States covering 43 states and three in Canada covering all ten provinces. Some 52,000 people are employed throughout Couche-Tard's retail convenience network and executive offices.

### **About Seattle's Best Coffee**

Founded in 1970, Seattle's Best Coffee LLC has more than 550 specialty coffee cafes and kiosks in the U.S. and Canada including an expanding franchising program. Its packaged coffee is available in supermarkets across the U.S. and Canada and its recently introduced ready-to drink iced lattes are available in the Western U.S. Seattle's Best Coffee is also brewed at more than 15,000 locations, such as college campuses, restaurants, hotels, airlines and cruise lines. Seattle's Best Coffee's smooth roasting delivers a rich and balanced *Uncommonly Smooth*<sup>™</sup> taste. Seattle's Best Coffee is a featured brand within Starbucks Corporation (NASDAQ: SBUX). For more information, please visit Seattle's Best Coffee online at [www.seattlesbest.com](http://www.seattlesbest.com).

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