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digiMine eBusiness Analytics Selected By Starbucks Coffee Company

Kurt Peters , Executive Editor

digiMine Solutions to Help Leading Coffee Retailer Boost Marketing, Sales and Customer Loyalty

BELLEVUE, Wash.--Aug. 6, 2002--digiMine,(TM) Inc., the leader in analytics and data mining solutions for business people, today announced that Starbucks Coffee Company (Nasdaq:SBUX), the world's leading specialty coffee retailer, has selected digiMine's eBusiness Analytics and Campaign Response Analytics (CRA).

With digiMine, Starbucks gains actionable business intelligence to help maximize e-commerce sales and increase customer satisfaction and brand loyalty, both in stores and on the Web.

The Starbucks installation demonstrates digiMine's ability to address the needs of multi-channel retailers.

"digiMine eBusiness Analytics will allow us to measure, interpret and act on data generated by usage of our Web properties and offline customer touch-points, providing our customers the same great experience on the Web as they have in our stores," says Darren Huston, senior vice president, New Ventures, Starbucks Coffee Company. "We selected digiMine because they offer powerful, easy-to-use business analytics through a cost-efficient service model. We were especially impressed by digiMine's ability to apply their solutions to our particular objectives and needs."

Starbucks has more than 5,000 locations worldwide. The company's Web sites, including Starbucks.com, serve as the online destination for customers to shop, register and manage their Starbucks Card account, subscribe to an email newsletter, locate a store and more. Powered by a managed data warehouse and delivered securely every day, digiMine's analytic reports empower Starbucks management to analyze customer interaction trends and e-commerce metrics across its U.S. sites. In addition, digiMine CRA will allow the company to measure and improve the effectiveness of marketing and promotional efforts.

"Starbucks has achieved phenomenal, worldwide success through a commitment to understanding and serving its clientele," says Nick Besbeas, chief strategy officer at digiMine. "digiMine's services provide Starbucks with the comprehensive analytic solutions required to extend this commitment into the online world. digiMine is thrilled to work with such an industry leader."

About digiMine

digiMine is setting new standards for the delivery of powerful data mining and analytics. digiMine managed data mining solutions transform raw data into actionable business intelligence for more profitable marketing campaigns, sales interactions and customer relationships. The company's solutions are powered by a managed data

warehouse and delivered via the Internet, providing fast deployment, a low total cost of ownership and outstanding return on investment. For additional information about digiMine call 425/460-5000 or visit the company Web site at www.digiMine.com.

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About Starbucks

Starbucks Coffee Company is the leading retailer, roaster and brand of specialty coffee in the world. In addition to its more than 5,000 retail locations in North America, Europe, the Middle East and the Pacific Rim, Starbucks sells coffee and tea products through its specialty operations, including its online store at Starbucks.com. Additionally, Starbucks produces and sells bottled Frappuccino(R) coffee drink and a line of superpremium ice creams through its joint venture partnerships. The Company's other brands enhance the Starbucks Experience through best-of-class products: Tazo Tea Company offers a line of innovative premium teas, and Hear Music produces and distributes a line of exceptional compact discs.

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