



STARBUCKS ENCOURAGES ITS CUSTOMERS TO “LISTEN” TO INSPIRATIONAL NEW BOOK

Listening Is an Act of Love Features Remarkable Stories from Everyday People and Creates a Mosaic of American Life

SEATTLE, August 7, 2007 – Starbucks Entertainment announced today the next title in its book program: The Penguin Press’s Listening Is an Act of Love – A Celebration of American Lives from the StoryCorps Project, edited by five-time Peabody Award winner Dave Isay. Beginning November 8, 2007, just in time for the holiday season, Starbucks will offer its customers this touching, heartfelt book and accompanying audio CD in an box set available exclusively at Starbucks Company-operated locations in the U.S.

Drawn from more than 10,000 recordings from StoryCorps, the largest and most ambitious oral history project in American history, the 50 stories found in Listening Is an Act of Love are arranged thematically to form a beautiful mosaic of American life. This book offers a window into the lives of everyday Americans who offer wisdom, wonder and poetry through stories told to friends, family members and loved ones.

“Editing Listening was one of the most rewarding experiences of my life,” said Isay. “It was also one of the most challenging. There are so many genuine stories, spoken with such passion and character, that it was difficult to narrow the selection.”

Isay had the unenviable task of choosing the accounts that best reflected the StoryCorps project from the entire pool of entries. These stories have become a staple of NPR’s Morning Edition where they are broadcast each Friday. The entire collection is also archived at the American Folklife Center at the Library of Congress.

“This magical book is packed with wisdom. The short and incredibly personal stories are rich, captivating and thoroughly entertaining to read,” said Ken Lombard, president Starbucks Entertainment. “We are proud to team with The Penguin Press to offer this exclusive package and believe this remarkable project will encourage our customers to connect and share a story this holiday season.”

The stories in Listening Is an Act of Love introduce the reader to a broad range of everyday people whose first-hand, real-life accounts run the gambit from the simple to the extraordinary. This one-of-a-kind tapestry weaves together the lives of Americans from every background, ethnicity and age group whose experiences evoke joy, sadness, laughter, courage, and inspiration.

Page 2 – Starbucks to offer *Listening Is an Act of Love* this holiday

“*Listening Is an Act of Love* is an honest and passionate treasure trove culled from the American experience,” says Ann Godoff, President and Publisher of The Penguin Press. “All of us at The Penguin Press are thrilled that Starbucks has chosen to introduce this invaluable collection of deeply personal anecdotes at a perfect time: this holiday season.”

Starbucks Entertainment’s selection of *Listening Is an Act of Love* follows the successful launches of Ishmael Beah’s *A Long Way Gone* and best-selling author Mitch Albom’s *For One More Day*.

About Starbucks

Starbucks Coffee Company (Nasdaq: SBUX) provides an uplifting experience that enriches people’s lives one moment, one human being, one extraordinary cup of coffee at a time. To share in the experience, visit www.starbucks.com.

About The Penguin Press

The Penguin Press is an imprint of Penguin Group (USA) Inc., the U.S. member of the internationally renowned Penguin Group. Penguin Group (USA) is one of the leading U.S. adult and children’s trade book publishers, owning a wide range of imprints and trademarks, including Berkeley Books, Dutton, Frederick Warne, G.P. Putnam’s Sons, Grosset & Dunlap, New American Library, Penguin, Philomel, Plume, Puffin, Riverhead Books and Viking, among others. The Penguin Group is part of Pearson plc, the international media company.

About Dave Isay

Dave Isay is the founder of StoryCorps and its parent company Sound Portraits Productions. Over the past two decades his radio documentary work has won nearly every award in broadcasting, including five Peabody Awards. Dave has also received a Guggenheim Fellowship (1994), a MacArthur Fellowship (2000), and a United States Artists Fellowship (2006). He is the author (or co-author) of four books based on Sound Portraits radio stories including: *Our America: Life and Death on the South Side of Chicago* (Scribner, 1997) and *Flophouse* (Random House, 2000). He and his wife, Jennifer Gonnerman, live in Brooklyn.

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