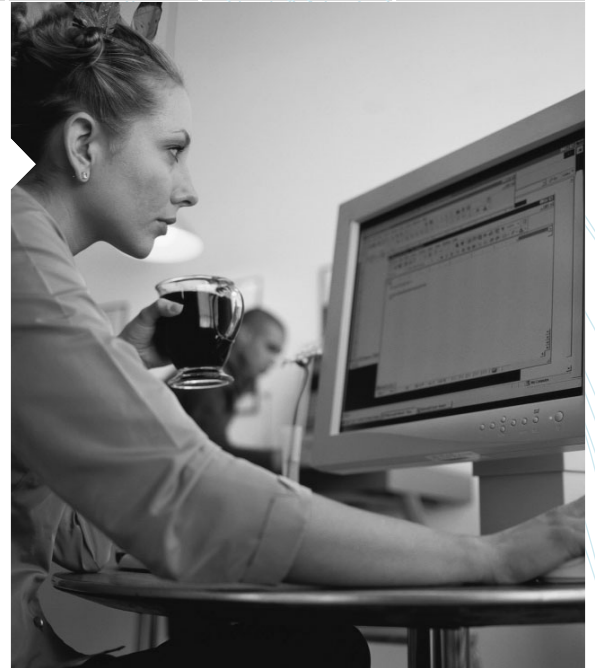


SBC Companies Brew Wireless Connection for Caribou Coffee Company, Inc.

More than 300 locations served
SBC FreedomLinkSM Wi-Fi service



“The product is so easy to use and already, it’s been well received by both customers and employees,” said Scott Ficek, Director of Information Technology, Caribou Coffee Company, Inc. “Our employees enjoy the service because it decreases the time spent on the Internet, allowing them to be more productive and spend more time connecting with the customers.”

Challenges

- Provide high-speed and wireless Internet connections to 300 Caribou Coffee locations to increase customer traffic and help boost store revenues.
- Install turnkey solution without disrupting business flow.

Solution

Help boost revenues by installing SBC *FreedomLink* Wireless Fidelity (Wi-Fi) service to provide wireless, high-speed Internet connections in 300 Caribou Coffee locations to encourage patrons to surf while they sip.

Results

FreedomLink service has helped take Caribou Coffee to the next level. By providing customers with broadband in its stores, Caribou Coffee has established itself as a forward-thinking, customer-focused retailer.

Since opening its first store in December 1992, Minneapolis-based Caribou Coffee Company has grown to become the second largest non-franchised coffee house chain in the United States with more than 300 stores in 12 states and the District of Columbia. Today, Caribou Coffee employs more than 4,500 employees.

When Caribou Coffee approached SBC companies in the summer of 2004, the retailer knew it wanted to provide high-speed and wireless Internet service within 300 of its stores. The retailer also recognized it needed a turnkey solution implemented by a financially stable provider.

"We wanted to offer our customers the ability to connect to the Internet wirelessly in our stores," said Ficek. "We also wanted a financially stable and credible company that could handle the implementation of the Wi-Fi service to the large volume of our stores, which is why we turned to SBC companies."

The SBC team deployed *FreedomLink* service to Caribou Coffee locations throughout the company's 13 state footprint.

FreedomLink service enables customers to use laptops or personal digital assistants (PDAs) to wirelessly connect to the Internet and corporate networks at speeds 50 to 100 times faster than a dial-up connection. The new service gives customers one more reason to not only visit their local Caribou Coffee, but stay, which will help drive revenues for the chain. Once the service is fully deployed in February 2005, the customer anticipates its revenues to increase significantly.

"It's still too soon to tell exactly how much our revenue will increase," said Ficek. "But we fully expect to realize the benefits over the coming months as more people become aware of our new offering."

As requested, the installation process has gone off without a hitch — none of Caribou Coffee's regular business has been disrupted and the seamless, wireless broadband connection has been implemented flawlessly.

"We interviewed many Wi-Fi providers for this solution, since it's such an important business move for us" said Ficek. "We were confident that SBC companies had the resources to get our project done on-time and with minimal disruption to our business."

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