

# *Tim Hortons* ROLL UP THE RIM TO WIN® CONTEST - 2008

## HOW TO PLAY

1. TO PLAY: Commencing February 25, 2008, customers at participating Tim Hortons locations in Canada and in states of New York, Ohio, Michigan, West Virginia, Kentucky, Maine, Connecticut, Rhode Island, Massachusetts and Pennsylvania (USA) may receive and roll up the rim on specially marked Tim Hortons medium, large and extra large size hot drink take-out contest cups\*, while supplies last. Revealed inside the rim will be a "Win" or "Play Again" message. A "Win" message will describe the specific prize available to be won. To claim your prize, refer to instructions which follow, but to be eligible; all prize claims must be received by May 25, 2008, the contest closing date.

\*NOTE: In the United States, the cup sizes are referred to as "small", "medium", "large" instead of "medium", "large", "extra large" respectively.

2. NO PURCHASE NECESSARY TO PLAY: In Canada, obtain a FREE Tim Hortons contest cup and/or a copy of the official rules, by writing to: Tim Hortons Contest Cup, P.O. Box 9899, Saint John, New Brunswick, E2L 4P8. In U.S.A., to receive a FREE contest cup and/or a copy of the official rules write to: Tim Hortons Contest Cup, Box 1315, Calais, Maine, 04619-6315.

All requests for a Free Cup must be postmarked by May 3, 2008 and received by May 11, 2008. Limit of one request per envelope with sufficient postage, while supplies last. Void in Vermont, Hawaii, Alaska, and where prohibited by law. No mechanical reproductions of requests permitted. All requests must include a postage-paid, self-addressed envelope.

## CONTEST CUPS

3. A total of 282,493 cases of contest cups have been produced for this contest. These will be available for distribution through May 3, 2008 or while supplies last, whichever occurs first. It is anticipated, based on estimated distribution that contest cups will be distributed within 6 regions as follows:

REGION	APPROX. GEOGRAPHIC AREA	APPROX NO. OF CASES (1000 CUPS PER CASE)
1	British Columbia	17,952
2	Alberta, Saskatchewan, Manitoba, Northwest Territories & Yukon	36,863
3	Ontario	151,943
4	Quebec (excludes Bas St.-Laurent, Gaspésie & Iles-de-la-Madeleine) & Labrador	22,013
5	Atlantic Provinces (excludes Labrador) & Quebec region of Bas St.-Laurent, Gaspésie & Iles-de-la-Madeleine	38,233
6	USA (New York, Ohio, Michigan, Maine, Kentucky, West Virginia, Connecticut, Rhode Island, Massachusetts and Pennsylvania)	15,488

## 4. PRIZES AVAILABLE ACROSS NORTH AMERICA

A) Thirty five (35) 2009 Toyota Matrix vehicles; model XR AWD, in Classic Silver Metallic. Anticipated approximate retail value is estimated to be \$26,000.00 CDN/\$20,500.00 USD as at time of printing of these Rules. Approximate retail value in Canada is before any applicable taxes and includes Freight & P.D.I. The approximate retail value in the U.S.A. is before any applicable taxes and includes dealer and processing fees.

B) One Hundred (100) Bayliner Boat Packages; model 185 Runabout, includes Family Fun Option in black, 3.0L Mercruiser Motor, extended swim platform and custom trailer. Anticipated approximate retail value is estimated to be \$17,500.00 CDN/\$18,000.00 USD as at time of printing of these Rules. Approximate retail value in Canada and the U.S.A. is before any applicable taxes and includes Freight & dealer preparation charges.

C) Five Thousand (5,000) Garmin GPS navigation devices, model nüvi® 250. Anticipated approximate retail value is estimated to be \$425.00 CDN/\$425.00 USD as at time of printing of these Rules. Approximate retail value in Canada and the U.S.A. is before any applicable taxes.

D) Twenty Thousand (20,000) \$50 Tim Card prizes. The cash value of \$50.00 will be in the currency of the winner's country of residence. Residence shall be based on where a prize claimant ordinarily resides. Country of residence is limited to Canada and the U.S.A. (excluding Vermont, Hawaii, Florida and Alaska). In the event of a dispute, the country of residence shall be determined by Contest Sponsor in its sole discretion based on evidence provided by prize claimant. Contest Sponsor reserves the right to make independent investigation, if necessary. Tim Card prizes must be accepted as awarded in the form solely decided upon by the Contest Sponsor. No interest will be paid on any Tim Card prize.

E) Food Prizes: Eligible "winning" RIM TABS for food prizes have been distributed as follows: approximately 111 contest cups per case of 1,000 are printed with "winning" RIM TABS. Those "winning" RIM TABS are for the following prizes and have the following approximate values: (i) coffee: \$1.01 - \$2.49 (\$1.06 - \$2.09) (winner has the choice of any size hot beverage) or (ii) donut at \$0.75 - \$1.46 (\$0.75 - \$1.09) (winner's choice of any single muffin, cookie or donut) each. For the "winning" RIM TABS for food prizes, 75% are coffee and 25% are donuts.

NOTE: The first price range listed for each prize in 4E above is approximate Canadian retail prices. Approximate U.S.A. retail price is shown in parentheses.

Total approximate retail value of all prizes is \$35,417,104 CDN or (\$36,302,531) U.S.

All estimated retail values set out above do not include applicable goods and services tax, provincial, state or sales and use taxes. Winners are not required to pay such tax upon receipt of the prize. All other taxes on prizes other than taxes specifically referred to in these rules are the responsibility of the winners.

## PRIZE DISTRIBUTION

5. Approximate distribution of the winning contest tabs for the prizes described in Rule 4 (A, B, C, D) by region, will be as set out below. Note: "Regions" are defined in Rule 3. Distribution of prizes within the Region is random.

6. The regional allocation of the prizes as set out above is an estimate only, based on anticipated cup distribution per region. Actual allocation of cups may vary depending on contest cup consumption. Contest Sponsor is not responsible for cups which are lost, stolen, mutilated or destroyed.

PRIZE/REGION	1	2	3	4	5	6
<b>35 Toyota 2009 Matrix</b> "Winning" Tabs	3	5	15	4	6	2
<b>100 Bayliner Boat Packages</b> "Winning" Tabs	6	13	54	8	14	5
<b>5,000 Garmin GPS navigation devices</b> "Winning" Tabs	318	652	2,689	390	677	274
<b>20,000 \$50 Tim Cards</b> "Winning" Tabs	1,271	2,610	10,757	1,558	2,707	1,097

7. All prizes will be awarded to winners by The Tim Hortons Advertising and Promotional Fund (Canada) Inc./ The Tim's National Advertising Program, Inc.

## ODDS OF WINNING

8. At the outset: the overall approximate odds across North America of being eligible to win one of the Thirty Five 2009 Toyota Matrix vehicles are one in 8,071,228; the overall approximate odds of being eligible to win one of the One Hundred Bayliner Boat Packages are one in 2,824,930; the overall approximate odds of being eligible to win one of Five Thousand Garmin GPS navigation devices are one in 56,499; the overall approximate odds of being eligible to win one of Twenty Thousand \$50 Tim Cards are one in 14,125; the overall approximate odds of being eligible to win a food prize are one in 9. In the U.S.A., the estimated odds of being eligible to win one of two 2009 Toyota Matrix vehicles are one in 7,744,000.

NOTE: The odds of obtaining an eligible "winning" RIM TAB will vary by Region based on cup distribution outlined above and will change throughout the contest as specially marked contest cups are distributed and sold in each Region. The total number of prizes available to be won will decrease throughout the contest as contest cups are distributed and prizes are claimed.

## GENERAL RULES

9. Contest commences February 25, 2008. To be eligible, RIM TAB prize claims must be received by May 25, 2008. Contest cups are available at each participating store through May 3, 2008 or while supplies last, whichever occurs first.

10. All "winning" contest tabs for a 2009 Toyota Matrix vehicle or a Bayliner Boat Package or a Garmin GPS navigation device or a \$50 Tim Card have been individually inspected, produced and confirmed to be completely legible. Liability for irregular, illegible or blank contest tabs is limited to replacement of the cup while supplies last. If, due to a production or printing error or other unforeseen error, there are more prize claims than prizes for any level, Contest Sponsor reserves the right to award any remaining prizes for that level through a random drawing of all eligible prize claims for that level. It is extremely rare to receive an irregular, illegible or blank RIM TAB, but should it occur, it could only be for a mass produced prize of coffee, donut, or "Play Again" message under the rim of the contest cup. If this should occur, return the irregular, illegible or blank RIM TAB (see Rule 2 for address) and it will be replaced with a new contest cup while supplies last.

11. Contest RIM TABS obtained through unauthorized sources or which are incomplete, mutilated, altered, reproduced, forged, counterfeited or irregular in any way, are automatically void. Submission of RIM TABS is the sole responsibility of the individual seeking verification. No RIM TAB copies, duplicates or reproductions of any type will be eligible for the contest. Sponsor is not responsible for any lost RIM TABS. For major prizes, we strongly advise you to send the original RIM TAB and Prize Claim Form(s) (see Rules 26, 27 and 28 and reverse for Prize Claim Forms) by REGISTERED MAIL, return receipt requested, to the appropriate box number listed in Rules 26 and 27 and keep a copy of the RIM TAB and Prize Claim Form for your records. Tim Hortons Store Owners, Operators and Staff are not allowed to submit RIM TABS for non-food prizes on behalf of a potential winner.

12. The printing under the rim for various prizes will be printed as follows in various combinations: "WIN/GAGNEZ TOYOTA MATRIX" or "WIN TOYOTA MATRIX"; "WIN/GAGNEZ BATEAU/BOAT" or "WIN BAYLINER BOAT"; "WIN/GAGNEZ SPG GARMIN GPS" or "WIN GARMIN GPS"; "WIN/GAGNEZ \$50\$ CARTE TIM CARD " or "WIN \$50 TIM CARD"; "WIN/GAGNEZ UN CAFÉ/COFFEE" or "WIN A COFFEE"; "WIN/GAGNEZ UN BEIGNE/DONUT" or "WIN A DONUT". All remaining contest cups will be printed: "PLEASE PLAY AGAIN/RÉESSAYEZ S.V.P." or "PLEASE PLAY AGAIN".

13. Prize claimant must be a resident of Canada or the U.S.A. (excluding Vermont, Hawaii, Florida and Alaska). In Canada: To be eligible to claim a prize, a person must be a resident of Canada who has reached the age of majority in the province or territory in which he/she resides. In the event a person under the age of majority receives an eligible RIM TAB, they are permitted to transfer the RIM TAB to their parent or legal guardian, who will then be the eligible entrant. In U.S.A.: To enter and claim a prize, a person must be 18 years or older and over the age of majority in their state of residence and a legal resident of U.S.A. (excluding Vermont, Hawaii, Florida and Alaska). If a prize is won by an eligible minor, the prize will be awarded to the minor's parent or legal guardian who must sign and return all required documentation.

14. Employees of, members of the immediate family of, or those domiciled with an employee of The TDL Group Corp., Tim Hortons Advertising and Promotion Fund (Canada) Inc., Tim Hortons USA Inc., The Tim's National Advertising Program, Inc., their affiliated or related companies (collectively "Contest Sponsor"), Tim Hortons franchisees, the advertising and promotion agencies of the Contest Sponsor, the independent contest organization and the contest cup suppliers are not eligible to participate. Employees of Tim Hortons franchisees as described in this paragraph are limited to those employees who are providing services in any way to the Tim Hortons Store. "Immediate family" is defined as parents, siblings, children or spouse.

15. By participating in this contest, entrants agree to be bound by these rules and all decisions of the Contest Sponsor and the independent contest organization, which are final. In Canada: the 2009 Toyota Matrix vehicle, Bayliner Boat Package, Garmin GPS navigation device or \$50 Tim Card winners will be required to complete Prize Claim Form I confirming compliance with the contest rules and acceptance of the prize as awarded as well as a publicity and liability release and Prize Claim Form II answering a skill testing question. In U.S.A.: the winners of these same prizes will be required to complete Prize Claim Form I only. Prize Claim Forms I & II are on reverse.

16. Prizes must be accepted as awarded and are not convertible to cash. Winning RIM TABS are not transferable or convertible to cash except as specifically provided herein. Prizes may not be exactly as shown in promotional materials. In case of unavailability of any prize or for any other reason and in Contest Sponsor's sole discretion, Contest Sponsor reserves the right to substitute a prize of equal or greater value.

17. Each winner will be notified by and will receive their prize from Tim Hortons Advertising and Promotion Fund (Canada) Inc. / The Tim's National Advertising Program, Inc. All prize claims become the property of The TDL Group Corp. / Tim Hortons Advertising and Promotion Fund (Canada) Inc. / Tim Hortons USA Inc. / The Tim's National Advertising Program, Inc. and no correspondence will be entered into except with potential winners. By participating in this contest, contest winners are deemed to have consented to the disclosure of their personal information to prize suppliers for the limited purpose of delivery of prizes and registration for warranty purposes.

18. By claiming a prize, prize claimants consent to the use of their name and/or photograph, without compensation, in any publicity carried out by The TDL Group Corp./Tim Hortons Advertising and Promotion Fund (Canada) Inc./ Tim Hortons USA Inc./ The Tim's National Advertising Program, Inc.

19. Contest Sponsor is not responsible for lost, late, illegible, incomplete, mutilated, misdirected or postage-due rule requests, cup requests, or prize claims.

20. Winners release Contest Sponsor, Tim Hortons licensees/franchisees, the prize suppliers, and their respective officers, directors, employees and agents, including, without limitation, their advertising and promotional agencies and the independent contest organization, from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession and/or use or misuse of any prize and acknowledge that Contest Sponsor, Tim Hortons licensees/franchisees and their officers, directors, employees and agents have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied in fact or in law, including but not limited to its quality, mechanical condition or fitness for a particular purpose.

21. In Québec, any litigation respecting the conduct or organization of this publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

22. The Sponsor reserves the right to suspend, cancel or modify the contest at any time, subject to the approval of the Régie des alcools, des courses et dex jeux in Québec, if it determines that for any reason the contest cannot be run as originally planned or any other occurrence compromising the fairness or integrity of the contest.

23. To receive a list of winners, send a postage-paid, self-addressed envelope within 3 months after May 25, 2008, in Canada to: "Roll Up The Rim 2008" - List of Winners, P.O. Box 9900, Saint John, New Brunswick, E2L 4P8 and in U.S.A. to: "Roll Up The Rim 2008" - List of Winners, P.O. Box 1342, Calais, Maine, 04619-6342.

## HOW TO CLAIM A COFFEE or DONUT:

24. In Canada: If you are eligible to win a COFFEE or a DONUT, complete Prize Claim Form II. Before being declared a winner, Canadian participants must answer the skill-testing question in Prize Claim Form II, and together with their eligible "winning" RIM TAB, present it to a participating Tim Hortons store for verification.

In U.S.A.: U.S. participants are not required to answer a skill-testing question. Upon verification of the RIM TAB, a food prize will be awarded.

25. PLEASE NOTE: Food prize products may be substituted for another food product but no cash alternative will be made available. A winning "WIN/GAGNEZ UN CAFÉ/COFFEE" or "WIN A COFFEE" RIM TAB may be redeemed for any cup size of any one hot drink. A winning "WIN/GAGNEZ UN BEIGNE/DONUT" or "WIN A DONUT" RIM TAB may be redeemed for any one donut, muffin or cookie. A food prize claim may not be used in conjunction with any other deal, combo or offer. All prize claims must be received by the end of the business day on or before May 25, 2008. Claims received after May 25, 2008 are null and void and ineligible for prizes. Unclaimed prizes will not be awarded.

## HOW TO CLAIM A 2009 TOYOTA MATRIX VEHICLE, BAYLINER BOAT PACKAGE, GARMIN GPS NAVIGATION DEVICE OR \$50 TIM CARD:

26. IN CANADA: If you are eligible to win a 2009 Toyota Matrix vehicle, Bayliner Boat Package, Garmin GPS navigation device or \$50 Tim Card, COMPLETE PRIZE CLAIM FORMS I & II. **Attach your complete original winning RIM TAB to completed Prize Claim Forms I & II on the reverse of these rules (Extra copies available at participating Tim Hortons stores) and send by REGISTERED MAIL to:** "RU08", P.O. Box 9901, Saint John, New Brunswick, E2L 4N2.

In order to be declared a winner, you must have provided the correct answer to the mathematical, skill-testing question on Prize Claim Form II. Upon receipt of your completed Prize Claim Forms I and II, the contest organization will verify your prize claim.

27. IN U.S.A.: Attach your complete original winning RIM TAB to completed Prize Claim Form I (see reverse) and mail to: Tim Hortons "RU08", P.O. Box 1344, Calais, Maine, 04619-6344. **We strongly recommend you submit claims via REGISTERED MAIL.** Upon receipt of your completed Prize Claim Form, the contest organization will verify your prize claim.

28. PLEASE NOTE IN CANADA AND THE U.S.A.: 2009 Toyota Matrix vehicle, Bayliner Boat Package, Garmin GPS navigation device or \$50 Tim Card RIM TABS must be received at the above appropriate P.O. Box number no later than May 25, 2008. These RIM TABS must be accompanied by the fully completed Prize Claim Form I. Canadian residents must also complete Prize Claim Form II (see reverse for forms). Failure to deliver the original RIM TAB and completed form(s) by May 25, 2008 shall make such prize claim null and void and ineligible for a prize. Unclaimed prizes will not be awarded. **WE STRONGLY RECOMMEND YOU SEND THE COMPLETED PRIZE CLAIM FORMS AND PRIZE RIM TAB BY REGISTERED MAIL (with return receipt requested) TO THE APPROPRIATE BOX NUMBER AND KEEP A COPY FOR YOUR RECORDS (See Rule 11).** Submission of RIM TABS is the sole responsibility of the individual seeking verification. Tim Hortons Store Owners, Operators and Staff are not allowed to submit RIM TABS on behalf of potential winners. If any prize notification or any prize is returned as undeliverable, prize will be forfeited.

Sponsor: The Tim Hortons Advertising and Promotion Fund (Canada) Inc. /The Tim's National Advertising Program, Inc., c/o 874 Sinclair Road, Oakville, Ontario, Canada, L6K 2Y1.

