

Tim Hortons ROLL UP THE RIM TO WIN® CONTEST - 2010

HOW TO PLAY

1. TO PLAY: Commencing on or about March 1, 2010, customers at participating Tim Hortons locations in Canada and in the states of New York, Ohio, Michigan, West Virginia, Virginia, Delaware, Kentucky, Maine, Connecticut, Rhode Island, Massachusetts, Pennsylvania and Indiana (USA) may receive 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 "Please 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 30, 2010, the contest closing date.

*NOTE: The cup size names are the same in Canada and the U.S. but the ounces differ. In Canada the cup sizes are 10oz (medium), 14oz (large) and 20oz (extra large). The cup sizes in the U.S. are 14oz (medium), 20oz (large) and 24oz (extra large).

*NOTE: Contest Sponsor reserves the right to limit the distribution of contest cups to one cup with the purchase of any hot beverage for any multiple cup refillable container.

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 9297, Saint John, New Brunswick, E2L 4Y8. **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 7, 2010 and received by May 17, 2010. Limit of one request per envelope with sufficient postage, while supplies last. Not open to residents of Vermont, Hawaii, Florida, 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 279,417,000 contest cups have been produced for this contest. These will be available for distribution throughout May 7, 2010 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 CUPS
1	British Columbia	17,364,000
2	Alberta, Saskatchewan, Manitoba, Northwest Territories & Yukon	41,084,000
3	Ontario	142,652,000
4	Québec (excludes Bas St.-Laurent, Gaspésie & Iles-de-la-Madeleine) & Labrador	26,020,000
5	Atlantic Provinces (excludes Labrador) & Québec region of Bas St.-Laurent, Gaspésie & Iles-de-la-Madeleine	38,437,000
6	USA (New York, Ohio, Michigan, Maine, Kentucky, West Virginia, Virginia, Delaware, Connecticut, Rhode Island, Massachusetts, Pennsylvania & Indiana)	13,860,000

4. PRIZES AVAILABLE ACROSS NORTH AMERICA

A) Forty (40) 2010 Toyota RAV4 4WD V6 Sport. Approximate retail value in Canada is estimated to be \$32,045 CDN before any applicable taxes and includes Freight & P.D.I. The approximate retail value in the U.S.A. is estimated to be \$28,543 USD before any applicable taxes and includes dealer and processing fees.

B) One Hundred (100) cash prizes of ten thousand dollars each (\$10,000). The cash prize of \$10,000 will be paid out 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 Tim Hortons Advertising and Promotion Fund (Canada) Inc. and The Tim's National Advertising Program, Inc., hereinafter jointly referred to as "Contest Sponsor" in its sole discretion based on evidence provided by prize claimant. Contest Sponsor reserves the right to make independent investigation, if necessary. Cash prizes must be accepted as awarded in the form of a cheque. No interest will be paid on any cash prizes.

C) One Thousand (1,000) Toshiba Netbooks. Anticipated approximate retail value is estimated to be \$559 CDN each in Canada and \$559 USD each in the U.S., before any applicable taxes.

D) Twenty-five Thousand (25,000) \$100 Tim Card prizes. The cash value of \$100 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: "Winning" RIM TABS are for the following prizes and have the following approximate values: (i) coffee: \$1.01 - \$2.57 CDN (\$1.11 - \$2.34 USD) (winner has the choice of any size hot beverage) or (ii) donut at \$0.85 - \$1.52 CDN (\$0.85 - \$1.17 USD) (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.

Total approximate retail value of all prizes is \$38,420,649 CDN or \$36,600,234 USD.

The retail values set above are based on approximate prize values in Canada and the U.S. at the time of printing of these rules. All estimated retail values do not include applicable goods and services tax, provincial, state or sales and use taxes. Winners are not required to pay such taxes 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. A 1099-MISC will be issued to each U.S. recipient of a prize with a retail value of US\$600 or more. In order to receive the prize, the winner must provide a completed W-9 form.

PRIZE DISTRIBUTION

5. Estimated 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.

PRIZE/REGION	1	2	3	4	5	6
40 2010 Toyota RAV4 4WD V6 Sport "Winning" Tabs	3	5	20	4	6	2
100 Cash Prizes of \$10,000 "Winning" Tabs	6	15	51	9	14	5
1,000 Toshiba Netbooks "Winning" Tabs	62	147	510	93	138	50
25,000 \$100 Tim Cards "Winning" Tabs	1,554	3,676	12,763	2,328	3,439	1,240

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, destroyed or not distributed.

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 Forty 2010 Toyota RAV4 4WD V6 Sport vehicles are 1 in 6,985,425; the overall approximate odds of being eligible to win one of the One Hundred \$10,000 cash prizes are 1 in 2,794,170; the overall approximate odds of being eligible to win one of One Thousand Toshiba Netbooks are 1 in 279,417; the overall approximate odds of being eligible to win one of Twenty-five Thousand \$100 Tim Cards are 1 in 11,177; the overall approximate odds of being eligible to win a food prize are 1 in 9. In the U.S.A., the estimated odds of being eligible to win one of two 2010 Toyota RAV4 4WD V6 Sport vehicles are 1 in 6,930,000.

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 on or about March 1, 2010. To be eligible, RIM TAB prize claims must be received by May 30, 2010. Contest cups are available at each participating store through May 7, 2010 or while supplies last, whichever occurs first.

10. All "winning" contest tabs for a 2010 Toyota RAV4 4WD V6 Sport vehicle or \$10,000 cash prize or a Toshiba Netbook or a \$100 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. Contest Sponsor is not responsible for any lost RIM TABS. 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 RAV4" or "WIN SPORT UTILITY VEHICLE"; "WIN/GAGNEZ \$10,000\$" or "WIN \$10,000"; "WIN/GAGNEZ NETBOOK/MINIPIORTATIFS" or "WIN NETBOOK"; "WIN/GAGNEZ \$100\$ TIM CARD/CARTE TIM" or "WIN \$100 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). To be eligible to claim a prize, prize claimants must have reached the age of majority in their jurisdiction of residence or 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.

14. Employees of, members of the immediate family of, or those domiciled with an employee of the Contest Sponsor, The TDL Group Corp., Tim Hortons USA Inc., and their affiliated and related companies, 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. Without limitation, Contest Sponsor reserves the right to administer skill-testing question as it deems appropriate to address discrimination issues.

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 for 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 Contest Sponsor 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, and/or place of residence, without compensation, in any publicity carried out by the Contest Sponsor.

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

20. By accepting prize, winners release Contest Sponsor, The TDL Group Corp., Tim Hortons USA Inc., and their affiliated and related companies, 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 organizations ("Releasees"), 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 the Releasees 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 Contest 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 des 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 30, 2010, in Canada to: "Roll Up The Rim 2010" - List of Winners, P.O. Box 9298, Saint John, New Brunswick, E2L 4Y8 and in U.S.A. to: "Roll Up The Rim 2010" - List of Winners, P.O. Box 1342, Calais, Maine, 04619-6342.

24. Where applicable, contest sponsor reserves the right to publically award prizes to the Tim Hortons store where the cup was originally received.

HOW TO CLAIM A COFFEE or DONUT:

25. 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 first correctly answer a mathematical 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.

26. PLEASE NOTE: A winning "WIN/GAGNEZ UN CAFÉ/COFFEE" or "WIN A COFFEE" RIM TAB may be redeemed on next visit 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 on next visit for any one donut, muffin or cookie. No cash alternative will be made available. 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 30, 2010. Claims received after May 30, 2010 are null and void and ineligible for prizes. Unclaimed prizes will not be awarded.

HOW TO CLAIM A 2010 TOYOTA RAV4 4WD V6 SPORT VEHICLE, \$10,000 CASH PRIZE, TOSHIBA NETBOOK OR \$100 TIM CARD:

27. IN CANADA: If you are eligible to win a 2010 Toyota RAV4 4WD V6 Sport vehicle, a \$10,000 Cash prize, or a Toshiba Netbook, COMPLETE PRIZE CLAIM FORM I. Upon receipt, the independent contest judging organizations will then contact the potential winner by telephone, at a mutually convenient time, to administer a time-limited, mathematical, skill-testing question.

If you are eligible to win a \$100 Tim Card, COMPLETE PRIZE CLAIM FORMS I & II. Prize Claim Form II includes a mathematical, skill-testing question. See Prize Claim Forms I & II on reverse.

Attach your complete original winning RIM TAB to completed, applicable Prize Claim Form(s) (on the reverse of these rules) (Extra copies available at participating Tim Hortons stores), and send to: "HD10", P.O. Box 9299, Saint John, New Brunswick, E2L 4Y8.

In order to be declared a winner, you must have correctly answered a skill-testing question. Upon receipt of your completed Prize Claim Form(s), the contest organizations will verify your prize claim.

28. IN U.S.A.: Attach your complete original winning RIM TAB to completed Prize Claim Form I (see reverse) and mail to: "HD10", P.O. Box 1344, Calais, Maine, 04619-6344. Upon receipt of your completed Prize Claim Form, the contest organizations will verify your prize claim.

PLEASE NOTE IN CANADA AND THE U.S.A.:

29. **For eligible winners of a 2010 Toyota RAV4 4WD V6 Sport vehicle, a \$10,000 Cash prize, or a Toshiba Netbook, we STRONGLY RECOMMEND sending all materials by REGISTERED MAIL, return receipt requested, and keep a copy of the RIM TAB and Prize Claim Form for your records.**

30. 2010 Toyota RAV4 4WD V6 Sport vehicle, \$10,000 Cash prize, Toshiba Netbook or \$100 Tim Card RIM TABS must be received at the above appropriate P.O. Box number no later than May 30, 2010. Failure to deliver the original RIM TAB and completed form(s) by May 30, 2010 shall make such prize claim null and void and ineligible for a prize. Unclaimed prizes will not be awarded. 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.

Contest 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

