

Tim Hortons® ROLL UP THE RIM TO WIN® CONTEST – U.S.A. 2017

HOW TO PLAY

1. TO PLAY: Commencing on or about February 1, 2017, guests at participating Tim Hortons locations in the U.S.A. may receive one specially marked M/L/XL cup (each, a "Cup") with the purchase of any corresponding medium (15 oz), large (20 oz), or extra-large (24 oz) hot beverage (excluding espresso shots), while supplies last. Not open to residents of Rhode Island, Arizona, Hawaii, Florida, Alaska, Puerto Rico and where prohibited by law. Each Cup will contain a roll (each, a "Roll"). Not open where prohibited by law. After completing a Roll, revealed inside the rim (each, a "RIM") or "Please Play Again" message printed on the RIM tab (collectively, "RIM TABS"). 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 redeemed by May 4, 2017 at 11:59:59 p.m. ET or store closing, whichever is earlier. Potentially winning RIM TABS must include the entire prize message printed under the RIM (see Rule 11). Contest Sponsor reserves the right in its sole discretion to reject any potentially winning RIM TAB if the prize message is not presented in its entirety.

*NOTE: Contest Sponsor reserves the right to limit the distribution of Cups to one Cup with the purchase of any hot beverage for any multiple cup refillable container. The guest will receive a Cup equivalent in size to the size of the hot beverage (excluding espresso shots) purchased (for example, if the guest purchases a large hot beverage, the guest will receive a large Cup, while supplies last). Please note that Lattes are only available in small (10 oz), medium (15 oz) and large (20 oz) sizes in U.S.A.

2. NO PURCHASE NECESSARY TO PLAY: To obtain a FREE M/L/XL Cup (actual size to be selected by the Contest Sponsor at its sole and absolute discretion) and/or a copy of the official rules, write to: Tim Hortons RUTR 2017 Contest Cup & Rules, Tim Hortons Contest Cup, PO Box 1315, Calais, ME 04619-6315. All requests for a FREE Cup must be postmarked by April 14, 2017 and received by April 24, 2017. Limit of one request per envelope with sufficient postage, while supplies last. No mechanical reproductions of requests permitted. All requests must include a postage-paid, self-addressed envelope.

CONTEST CUPS

3. A minimum of 16,299,600 Cups will be produced for this contest. Cups will be available for distribution across the U.S.A. at participating restaurants (excluding Rhode Island, Arizona, Hawaii, Florida, Alaska and Puerto Rico) through to April 14, 2017 or while supplies last, whichever occurs first.

PRIZES AVAILABLE

4. The following prizes are available to be won at the beginning of the Contest across the U.S.A. (excluding Rhode Island, Arizona, Hawaii, Florida, Alaska and Puerto Rico) in relation to Rolls (each, a "Prize"):
 - A) Three (3) 2017 Honda Civic Coupe EX-T vehicle prizes. Approximate retail value of each 2017 Honda Civic Coupe vehicle prize is estimated to be \$21,600 USD before any applicable taxes, dealer and processing fees.
 - B) Ten (10) 55" LG 4K UHD TV prizes. Approximate retail value of each 55" LG 4K UHD TV prize is estimated to be \$1099 USD.
 - C) One thousand five hundred (1,500) \$100 USD Tim Card prizes. Tim Card prizes must be accepted as awarded in the form solely decided upon by the Contest Sponsor on the basis of the applicable claim option exercised by the prize claimant (see below for details). No interest will be paid on any Tim Card prize.
 - D) Two million seven hundred sixteen thousand three hundred forty-seven (2,716,347) Coffee & Food prizes (collectively, the "Coffee & Food Prizes"). "Winning" RIM TABS are for the following Coffee & Food Prizes and have the following approximate retail values:
 - (i) Coffee: \$0.50 – \$4.33 USD each (winner has the choice of any size hot beverage); or
 - (ii) Donut: \$0.99 – \$1.49 USD each (winner's choice of any single muffin, cookie or donut).For the "Winning" RIM TABS for coffee & food prizes, 50% are Coffee and 50% are Donuts. Please note that the numbers of Coffee & Foods Prizes available provided above are based on the minimum number of Cups that will be produced for this contest.
 - E) Five (5) \$5,000 Prepaid card prizes. All Prepaid card prizes must be accepted as awarded in the form solely decided upon by the Contest Sponsor. Please see applicable Prepaid card for terms and conditions of usage.

Total approximate retail value of all Prizes is \$3,768,459 USD. Approximate retail value of the Coffee & Food Prizes is calculated based on lowest retail price of medium coffee and lowest retail price of donut.

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

5. All Prizes will be awarded to winners by the Contest Sponsor (defined below).

ODDS OF WINNING

6. At the outset: the overall approximate odds of being eligible to win one of three (3) 2017 Honda Civic Coupe EX-T vehicle prizes are 1 in 5,541,864. The overall approximate odds of being eligible to win one of ten (10) 55" LG 4K UHD TV prizes are 1 in 1,662,559. The overall approximate odds of being eligible to win one of one thousand five hundred (1,500) \$100 USD Tim Card prizes are 1 in 11,084. The overall approximate odds of being eligible to win one of the two million seven hundred sixteen thousand three hundred forty-seven (2,716,347) Coffee & Food Prizes are 1 in 6. The overall approximate odds of being eligible to win one of five (5) \$5,000 Prepaid card prizes are 1 in 3,325,118.
7. NOTE: The denominator used to calculate the odds provided above is an estimate of the maximum number of applicable Cups that might be produced for this contest, which is equal to the sum of the applicable minimum number of Cups (see Rule 3) and a 2% maximum possible Cup overproduction variance. The total number of Prizes available to be won will decrease throughout the contest as Cups are distributed and Prizes are claimed.

GENERAL RULES

8. Contest commences on or about February 1, 2017 and Cups will be available at each participating restaurant through April 14, 2017 or while supplies last, whichever occurs first. To be eligible, Coffee & Food Prize claims must be redeemed in restaurant by May 4, 2017 at 11:59:59 p.m. ET or store closing, whichever is earlier. To be eligible, non-Coffee & Food Prize claims (except for the online option to claim a \$100 Tim Card prize – see below for details) must be postmarked on, or before, May 4, 2017 and received no later than May 18, 2017 at 11:59 p.m. ET. The online option to claim a \$100 Tim Card prize must be completed on or before May 4, 2017 at 11:59:59 p.m. ET.
9. All "Winning" RIM TABS for a 2017 Honda Civic Coupe EX-T vehicle prize or a 55" LG 4K UHD TV prize or a \$100 Tim Card prize or a \$5,000 Prepaid Card prize have been individually inspected, produced and confirmed to be completely legible. Liability for irregular, illegible or blank RIM TABS is limited to replacement of the Cup, while supplies last. If, due to a production, printing error or any other type of 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 Coffee & Food Prize or "Play Again" RIM TAB message. 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 Cup, while supplies last.
10. Contest RIM TABS obtained through unauthorized sources or which are incomplete, mutilated, altered, reproduced, forged, counterfeited or irregular in any way, are automatically void. 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.
11. The "Winning" RIM TABS will consist of the following printed messages, in various combinations:
 - WIN COFFEE
 - WIN DONUT
 - WIN CIVIC
 - WIN LG 4K UHD TV
 - WIN \$5000
 - WIN \$100 [8 digit PIN Code] TIM CARD
12. The non-"Winning" RIM TAB will consist of the following printed message: "PLEASE PLAY AGAIN". Prize claimant must be a resident of the U.S.A. (excluding Rhode Island, Arizona, Hawaii, Florida, Alaska and Puerto Rico). To be eligible to claim a Prize, Prize claimants must have reached the age of majority in their state of residence or in the event a person under the age of majority receives an eligible "Winning" RIM TAB, they are permitted to transfer such RIM TAB to their parent or legal guardian, who will then be the eligible entrant. In the event that a Prize claimant receives an eligible RIM TAB to win a 2017 Honda Civic Coupe vehicle prize and that Prize claimant does not have a valid driver's license or that Prize claimant is not legally eligible to drive, that Prize claimant may be permitted to transfer the RIM TAB to their spouse, parent, sibling, child or legal guardian, who will then be considered the eligible entrant.
13. Employees, representatives or agents of, or those domiciled with an employee, representative or agent of, the Contest Sponsor, Tim Hortons USA Inc., and their parent, affiliated and related companies, Tim Hortons franchisees/licensees, the consulting, advertising and promotion agencies of the Contest Sponsor, the independent contest organization, the Cup suppliers, Cup distributors & Cup carriers are not eligible to

participate. Employees, representative or agents of Tim Hortons franchisees/licensees as described in this paragraph are limited to those employees, representatives or agents who are providing services in any way to Tim Hortons Restaurant(s).

14. By participating in this contest, entrants agree to be bound by these official rules and all decisions of the Contest Sponsor and the independent contest organization, which are final.
15. Prizes must be accepted as awarded and are not convertible to cash by prize claimants. "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, to accommodate for a disability, or for any other reason and in Contest Sponsor's sole discretion, Contest Sponsor reserves the right to substitute a prize for a prize or cash of equal or greater value.
16. Each confirmed winner will be notified by and/or will receive their Prize from the Contest Sponsor. All Prize claims become the property of the Contest Sponsor and no correspondence will be entered into except with potential and confirmed winners. By participating in this contest, confirmed 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 (as applicable). By entering this contest, each entrant expressly consents to Contest Sponsor, its agents and/or representatives, storing, sharing and using the personal information only for the purpose of administering the contest and in accordance with Contest Sponsor's privacy policy (available at: <http://www.timhortons.com/us/en/privacy.html>). This section does not limit any other consent(s) that an individual may provide to the Contest Sponsor or others in relation to the collection, use and/or disclosure of their personal information.
17. By claiming a Prize, Prize claimants consent to the use of their name and/or photograph, and/or place of residence, without further compensation, in any publicity carried out by the Contest Sponsor.
18. Contest Sponsor is not responsible for lost, late, illegible, incomplete, mutilated, misdirected or postage-due rule requests, Cup requests, or Prize claims.
19. By accepting a Prize, winners release Contest Sponsor, The Tim's National Advertising Program, Inc., Tim Hortons USA Inc., and their parent, affiliated and related companies, Tim Hortons franchisees/licensees, the Prize suppliers, Prize sponsors, 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.
20. The Contest Sponsor reserves the right to suspend, cancel or modify the contest at any time, if it determines that for any reason the contest cannot be run as originally planned or for any other occurrence compromising the fairness or integrity of the contest.
21. To receive a list of non-Coffee & Food Prize winners, send a postage-paid, self-addressed envelope within 3 months after May 4, 2017 to: "Roll Up The Rim 2017" – List of Winners, PO Box 1342, Calais, ME 04619-6342.
22. In the event of any discrepancy or inconsistency between the terms and conditions of these official rules and disclosures or other statements contained in any Contest related materials, including, but not limited to: the Prize claim forms and/or point of sale, television, print or online advertising (including without limitation the abbreviated version of these official rules that appear on such point of sale, television or online advertising); the terms and conditions of these official rules shall prevail, govern and control to the fullest extent permitted by law. Without limiting the generality of the foregoing, in the event the Contest Sponsor becomes aware of any such discrepancy or inconsistency, the Contest Sponsor will place a correction notice on the digital menu boards of participating Tim Hortons locations in the U.S.A.
23. Where applicable, Contest Sponsor reserves the right to publicly award Prizes at the Tim Hortons restaurant where the Cup was originally received.

HOW TO CLAIM A COFFEE & FOOD PRIZE

24. If you are eligible to win a Coffee & Food Prize, present your "Winning" RIM TAB to a participating Tim Hortons restaurant in the U.S.A. for verification. Upon verification of the RIM TAB, a Coffee & Food Prize will be awarded.
25. PLEASE NOTE: A winning "WIN COFFEE" RIM TAB may be redeemed on next purchase for any available Cup size of any one hot beverage. A winning "WIN A DONUT" RIM TAB may be redeemed on next purchase for any one donut, muffin or cookie. No cash alternative will be made available. A Coffee & Food Prize claim may not be used in conjunction with any other deal, combo or offer. All Coffee & Food Prize claims must be redeemed in restaurant by May 4, 2017 at 11:59:59 p.m. ET or store closing, whichever is earlier, failing which, any such Coffee & Food Prize claim is null and void and ineligible for a Coffee & Food Prize. Unclaimed Coffee & Food Prizes will not be awarded.

HOW TO CLAIM A NON-COFFEE & FOOD PRIZE (I.E. A 2017 HONDA CIVIC COUPE VEHICLE PRIZE, 55" LG 4K UHD TV PRIZE, \$100 TIM CARD PRIZE OR \$5,000 PREPAID CARD PRIZE)

26. If you are eligible to win a 2017 Honda CIVIC COUPE vehicle prize, a 55" LG 4K UHD TV prize, or a \$5,000 Prepaid Card prize, attach your complete original winning RIM TAB to completed Prize Claim Form I (see reverse) and mail (using an envelope with sufficient postage, which must be postmarked on, or before, May 4, 2017 and received at the following address by no later than May 18, 2017) to: Inmar, PO Box 1344, Calais, ME 04619-6344. Upon receipt of your completed Prize Claim Form I, the contest organizations will verify your prize claim.
27. If you are eligible to win a \$100 Tim Card prize, you may claim your prize by exercising the online option or the mail-in option, respectively as follows:
 - i. Online Option: To exercise the online option, access rolluptherimtown.com and follow the on-screen instructions to begin the redemption process. Follow the on-screen instructions to:
 - (i) enter the PIN Code found under the RIM TAB; and
 - (ii) complete a Prize claim form. Upon completing a Prize claim form you will be given the choice to
 - 1) select to receive electronic funds (which will be sent as a \$100 USD electronic Tim Card, with barcode, via email) or
 - 2) request a physical \$100 USD Tim Card be mailed to your address.
 - ii. Mail-in Option: To exercise the mail-in option, attach your complete original winning RIM TAB to completed Prize Claim Form I (see reverse) and mail (using an envelope with sufficient postage, which must be postmarked on, or before, May 4, 2017 and received at the following address by no later than May 18, 2017) to: Inmar, PO Box 1344, Calais, ME 04619-6344. Upon receipt of your completed Prize Claim Form I, the contest organizations will verify your Prize claim.

For greater certainty and the avoidance of any doubt, if you are eligible to win a \$100 Tim Card prize, you may only claim it via the online option OR the mail-in option, not both. In the event more than one claim is received for any \$100 Tim Card prize, only the first such claim that is received by the Contest Sponsor in accordance with these official rules (as determined by the Contest Sponsor in its sole and absolute discretion) will be deemed valid.

IMPORTANT NOTE

28. For eligible winners of non-Coffee & Food Prizes (i.e. a 2017 Honda Civic Coupe vehicle prize, a 55" LG 4K UHD TV prize, a \$100 Tim Card prize [if you choose to exercise the mail-in option] or a \$5,000 Prepaid Card prize), we STRONGLY RECOMMEND sending all Prize claim materials by REGISTERED MAIL, and keep a copy of the RIM TAB and Prize Claim Form(s) for your records, as we will not be responsible for lost or delayed Prize claims.
29. Non-Coffee & Food Prize claims (except for the online option to claim a \$100 Tim Card prize) must be postmarked on, or before, May 4, 2017 and received at the above-noted P.O. Box number no later than May 18, 2017 otherwise such Non-Coffee & Food Prize claim shall be null and void and ineligible for a Prize. The online option to claim a \$100 Tim Card prize must be completed on or before May 4, 2017 at 11:59:59 p.m. ET, failing which such Prize claim shall be null and void and ineligible for a \$100 Tim Card prize. Unclaimed non-Coffee & Food Prizes will not be awarded. Submission of RIM TABS is the sole responsibility of the individual seeking verification. Tim Hortons Restaurant 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, such Prize will be forfeited.
30. Please note that the 2017 Honda Civic Coupe vehicles will be delivered to the restaurant in which the winning Cup was received for pick-up by the winner. \$100 Tim Card prizes, \$5,000 Prepaid Card prizes and 55" LG 4K UHD TV prizes will be sent to the applicable winner's home address as provided (if the mail-in option is exercised or if the physical \$100 Tim Card is selected pursuant to the online option).
31. In the case of unavailability of any Prize, to accommodate for a disability, if any applicable legal requirements prohibit awarding a Prize, or for any other reason and in Contest Sponsor's sole discretion, Contest Sponsor reserves the right to substitute such Prize for a prize or cash of equal or greater value.
32. Contest Sponsor: The Tim's National Advertising Program, Inc., c/o 226 Wycroft Road, Oakville ON L6K 3X7.

CIBC has not sponsored or offered this Contest in any way. CIBC is a prize sponsor only and participants release CIBC from liability in connection with this Contest.