

THIS CONTEST IS OPEN TO CANADIAN RESIDENTS ONLY (EXCLUDING QUEBEC) AND IS GOVERNED BY CANADIAN LAW.

ELIGIBILITY:

Contest is open to all legal residents of Canada (excluding residents of Quebec) who have reached the age of majority in their province/territory of residence at the time of entry, except employees or agents (and those with whom they are domiciled) of TIM-BR MARTS Ltd. (the "Sponsor"), its advertising and promotion agencies (including, without limitation, Sims Advertising and Revolve 360° Branding) and the Contest judges (collectively, the "Contest Parties").

CONTEST PERIOD:

Contest begins on May 1, 2010 at 2:00:01 pm Eastern Standard Time (EST) and ends on December 31, 2010 at 11:59:59 p.m. EST (the "Contest Period").

HOW TO ENTER:

No purchase necessary. To enter, go to www.timbrmart.ca and click on the "SIGN UP FOR TIMBRCLUB FOR A CHANCE TO WIN \$1000 TIM-BR MART GIFT CARD" button and a sign-up form for Timberclub membership will appear (note: becoming a Timbrclub member is free). Fully complete the sign-up form, which requires you to enter your email address, first name, last name, address, gender, date-of-birth, password and security code. Once you have fully completed the sign-up form, click the "Go" button to complete Timbrclub sign-up and contest entry. Your entry must be received within the Contest Period. All eligible entries received during the Contest Period will be entered in the random draw.

There is a limit of one (1) entry per person/email address permitted during the Contest Period and you may only use one (1) email address to enter the Contest. If it is discovered that you attempted to: (i) enter more than one (1) time per person/email address during the Contest Period; and/or (ii) use more than one (1) email address to enter the Contest, then you may be disqualified from the Contest and all of your entries will be void. Your entry will automatically be rejected if the sign-up form is not fully completed and submitted during the Contest Period. Use of any automated system to enter is prohibited and will automatically result in disqualification. The Contest Parties are not responsible for late, lost, misdirected, delayed, incomplete or incompatible entries.

THE PRIZE AND APPROXIMATE RETAIL VALUE:

There will be one (1) prize available to be won, consisting of a \$1000 CDN TIM-BR Mart gift card that is redeemable at any TIM-BR Mart location in Canada (the "Prize"). In the event that the purchase(s) made with the Prize is/are less than \$1000 CDN, the balance will be issued as a store credit.

Prize must be accepted as awarded and is not transferable or convertible to cash. No substitutions except at Sponsor's option. Sponsor reserves the right to substitute the Prize with one of equal or greater value, including without

limitation, but at Sponsor's sole discretion, a cash award. Prize will only be awarded to the person whose full name and valid email address appears on the sign-up form.

DRAW AND WINNER SELECTION:

On **January 10, 2011** ("Draw Date") in Bedford, Nova Scotia at approximately 2:00 p.m. AST, an eligible entrant will be selected by random draw from among all eligible entries received during the Contest Period. The odds of winning depend on the number of eligible entries received. The Sponsor or its designated representative will make three (3) attempts to contact the selected entrant by telephone within five (5) business days of the Draw Date. If the selected entrant: (i) cannot be contacted within three (3) attempts or five (5) business days of the Draw Date (whichever occurs first); or (ii) there is a return of any notification as undeliverable; then the selected entrant will be disqualified and an alternate entrant will be randomly selected from among the remaining eligible entries. Before being declared the winner, the selected entrant will be required to: (a) correctly answer a time limited mathematical skill testing question without mechanical or other aid; and (b) sign and return within ten (10) business days of notification the Sponsor's declaration and release form, which among other things: (i) confirms compliance with these Contest Rules; (ii) confirms acceptance of the Prize as awarded; and (iii) releases the Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns from any liability in connection with this Contest, the selected entrant's participation therein and/or the awarding and use/misuse of the Prize. If the selected entrant: (a) fails to correctly answer the skill testing question; or (b) fails to return the properly executed contest documents within the specified time, then he/she will forfeit the Prize and the Sponsor reserves the right, in its sole discretion, to randomly select an alternate entrant from among the remaining eligible entries.

GENERAL CONDITIONS:

By entering the Contest, the selected entrant agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the Internet. All entries become the property of the Sponsor, which assumes no responsibility for lost, delayed, incomplete or misdirected entries. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Contest judges with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of entrants and/or entries.

The Contest Parties will not be liable for any failure of the website during the Contest; for any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer

equipment or software; for the failure of any entry to be received by the Contest Parties for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any website; or any combination of the above. Further, the Contest Parties will not be liable for any injury or damage to an entrant's or any other person's computer related to or resulting from participating or downloading any material in the Contest.

In the event of a dispute regarding who submitted an entry, online entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. A selected entrant may be required to provide proof that he/she is the authorized account holder of the email address associated with the selected entry. The sole determinant of the time for the purposes of a valid online entry in this Contest will be the Contest server machine(s).

The Sponsor reserves the right to withdraw or amend this Contest in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Contest Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

The Sponsor reserves the right to cancel or suspend this Contest, or to amend these Contest Rules without prior notice or obligation, in the event of any accident, printing, administrative, or other error or any kind, or should any factor affect the proper administration of the Contest.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her entry only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: www.timbr.com), unless the entrant otherwise agrees.