

#SocialOrra Holiday Contest Giveaway

The Contest is in no way sponsored, endorsed or administered by, or associated with Twitter or Instagram. You understand that you are providing your information to the Social Orra Inc. and not to Twitter or Instagram. Any personal information you provide will only be used for the administration of this Contest. Twitter and Instagram are completely released from all liability by each participant in this Contest. You may only use Twitter or Instagram account (the "Account") to participate in this Contest.

CONTEST PERIOD: begins on December 1, 2015 at 11:00:00 AM Eastern Standard Time ("EST") and ends on January 10, 2016 at 11:59:59 AM EST (the "Contest Period"). During the Contest Period, there are five (5) Entry Periods (each, an "Entry Period" and collectively, the "Entry Periods"). For the purposes of these Official Rules and Regulations (the "Official Rules"), a day (each, a "Day") commences at 12:00:00 AM EST and ends at 11:59:59 PM EST (exception Dec 1, 2015)

Entry Periods Draw Dates:

- 1 - December 1 to 2015 December 6, 2015
- 2 - December 7 to December 13, 2015
- 3 - December 14 to December 20, 2015
- 4 - December 21 to December 27, 2015
- 5 - December 28 to 2015 January 3, 2016
- 6 - January 4 to 10, 2016

ELIGIBILITY: US and Canada (except Quebec)

HOW TO ENTER:

- To enter, entrants must Sign up on our blog page <http://www.socialorra.com/blog/2015/11/27/do-you-want-a-present>
- Demonstrate through a photograph and/or explain their personal good deed, gifts, campaigns, or messages i.e. by:
 - (i) uploading a digital image of himself or herself which demonstrates their personal good deed, et.. Posts do not need to contain photographs or images, they can also be a video clip of 15-30 seconds.
 - (ii) hand type within the character limit their personal good deed.
 - (iii) The upload photograph or text must include the #socialorra (the "Hashtag") and @socialorra channel (together the "Requirements").
- Mention of how the entrant is spreading and/or sharing their personal good deed, gifts, campaigns, or messages.

There are two ways to enter.: a Twitter: Entrants must have a valid Twitter Account and a valid e-mail address. i. If an entrant does not have an Account, visit <http://www.twitter.com/> and register in accordance with the enrolment instructions for a free Twitter Account. ii. Eligible entrants must become a "follower" (the "Follower(s)") of the official @socialorra channel on Twitter during the Contest Period. (Note: Entrants can un-follow any time after the Contest has closed). To become a Follower, an eligible entrant must: (i) visit

www.twitter.com/socialorra; (ii) from the entrant's Twitter home page, click on the "Find People" tab and perform a search for "@socialorra"; and (iii) click on the "Follow" button corresponding to the official @socialorra channel. iii. Eligible entrants should ensure that his/her account setting is not set to "locked". iv. During the Contest Period, you can enter the Contest by Tweeting the Requirements (as defined above) of the Contest to @socialorra channel using your personal Twitter account. v. To be eligible for an entry, your Tweet must include: a. The Requirements of the Contest and be in accordance with the Submission Requirements listed above; b. includes @socialorra and the Hashtag #socialorra; c. complies with the Twitter Terms of Service and Twitter Rules available at <http://www.twitter.com/>; and Version 2 – 11.19.15 d. Conform to Twitter's (140) character limitation, including the Hashtag. e. Herein defined as an Entry (an "Entry"). OR b. Instagram: Entrants must have a valid Instagram Account and a valid e-mail address. i. If an entrant does not have an Account, visit <http://www.instagram.com/> and register in accordance with the enrolment instructions for a free Instagram Account. ii. Eligible entrants should ensure that his/her account setting is not set to "Private". iii. Eligible entrants must become a "follower" (the "Follower(s)") of the official @socialorra channel on Instagram (Note: you can un-follow at any time after the Contest has closed). iv. To become a Follower, an eligible entrant must: (i) visit www.instagram.com/TimHortons; (ii) log in; (iii) click on the "Follow" tab corresponding to the official @socialorra channel. v. Follow the Requirements of the Contest and make sure the photograph is original and in accordance with the specific Submission Requirements listed above. Make sure the photograph complies with the Instagram Terms of Service and Instagram Rules available at <http://www.instagram.com/>. vi. Herein defined as an Entry (an "Entry"). An Entry that does not include the Requirements and follow the above format (as determined by Sponsor in its sole and absolute discretion) will be discarded and will not be eligible for Entry in this Contest.

An Entry will be considered to be void (and an Entry will not be granted) if the Entry: (i) is incomplete or illegible; (ii) is not submitted and received during the Contest Period in accordance with these Official Rules; (iii) does not include @socialorra and the Hashtag; (iv) if submitting through Twitter, does not conform to Twitter's 140 character limitation including the Hashtag; (v) does not comply with the Twitter Terms of Service and Twitter Rules or Instagram Terms of Service and Instagram Rules including any technical requirements (i.e. file size limits for uploading or character restrictions); and/or (vii) is not in accordance with the specific Submission Requirements listed above (all as determined by Social Orra in its sole and absolute discretion).

4. SUBMISSION REQUIREMENTS: By submitting an Entry (and each individual component thereof), you agree that the Entry complies with all conditions stated in these Official Rules and to the Twitter or Instagram terms of service. The Releasees (defined below) will bear no legal liability regarding the use of an Entry you submit. The Releasees shall be held harmless by the entrant in the event it is subsequently discovered that the entrant has departed from or not fully complied with any of these Official Rules. Without limiting the generality of the requirements noted above, to be eligible for an Entry in this Contest, any Tweet or photograph submitted must be unique and original (i.e. an entrant cannot submit a photograph more than once and/or copy someone else's photograph in whole or in part or take a photograph from the worldwide web and any written text must be in English or French and can't be repeated for any future Days in this Contest) and that the Entry was

submitted by the holder of the Account and not by another individual on his/her behalf. By participating in the Contest, each entrant agrees to be legally bound by these Official Rules and by the interpretation of these Official Rules by the Sponsor and further warrants and represents that the Entry that he/she submits: i. is original to him/her and that the entrant has all necessary rights in and to the Entry and photograph if included to enter the Contest; If the photograph contains other individuals prior to posting the photograph to Twitter or Instagram the entrant confirms that he/she has received consent from each individual, or parent / guardian if the individual is a minor, who appears in the photograph to post the photograph to the entrant's Twitter or Instagram Account and he/she has advised this/these individuals that the photograph will be available for public viewing; iii. does not violate any law; iv. does not contain any reference to any competitors of the Sponsor; v. does not contain any prominent and identifiable third parties trademarks, logos or trade dress owned by others unless consent has been obtained from each such corporation; vi. will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims whatsoever; and vii. is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, include, discuss or involve, without limitation, any of the following: nudity; alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups; content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services other than products of Sponsor; any identifiable third party products, trade-marks, brands and/or logos, other than those of Sponsor; conduct or other activities in violation of these Official Rules; and/or any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor in its sole and absolute discretion.

By entering the Contest and submitting an Entry, each entrant: (i) without limiting the Twitter or Instagram Terms of Service grants to the Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use his/her Entry, in whole or in part, for advertising or promoting the Contest or for any other reason; (ii) waives all moral rights in and to his/her Entry in favour of the Sponsor; and (iii) agrees to release and hold harmless the Contest Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the "Releasees") from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action that relate in any way to the Entry. For greater certainty, the Sponsor reserves the right, in its sole and absolute discretion and at any time during the Contest, to modify, edit or disqualify any Entry if a complaint is received with respect to the Entry, or for any other reason. If such an action is necessary at any point, then the Sponsor reserves the right, in its sole and absolute discretion, to disqualify the Entry and/or the associated entrant. If the Sponsor determines, in its sole and absolute discretion, that any Entry does not comply with these Official Rules for any reason at any time, then the Sponsor reserves the right, in its sole and absolute discretion, to disqualify the Entry and/or the associated entrant. NOTE: Only the entrant who posted the Tweet to @socialorra with the Hashtag is eligible for a prize as defined in rules.

WINNER SELECTION: Finalist Selection:

One entry will be drawn every week for 6 weeks and put into a pot for the final draw. The Finalist will be chosen on January 15, 2016 and announced the same day.

CONTACTING OF WINNER:

Winner will be contacted on January 15, 2016 and prize will be disseminated within 5 business days thereafter.