



FOR IMMEDIATE RELEASE:

**TIM HORTONS IS THE NEW TITLE SPONSOR OF THE
OTTAWA DRAGON BOAT FESTIVAL**

OTTAWA, February 2, 2010 – Ottawa area Tim Hortons Store Owners have signed on as the new title sponsor of the Ottawa Dragon Boat Festival (ODBF), the largest Dragon Boat Festival in North America. This year's Festival takes place at Mooney's Bay, June 18 – 20, 2010.

"We are incredibly excited to be the title sponsor of the Ottawa Dragon Boat Festival," said Jennifer and David McBride, Tim Hortons Store Owners in Ottawa. "For the past three years we have partnered with the festival as a sponsor of both the children's and team areas. We enjoy being a part of this extraordinary community event and feel the festival is a great fit with Tim Hortons."

"It is a real honour to have Tim Hortons as our new title sponsor," says John Brooman, Executive Director, ODBF. "Tim Hortons and the ODBF will be great partners as we have the shared community vision of putting on a family friendly festival that is free of charge to the Ottawa community. We are very excited to rename the festival the *Tim Hortons Ottawa Dragon Boat Festival*." The 17th annual Tim Hortons Ottawa Dragon Boat Festival will take place on Mooney's Bay on the weekend of June 18-20, 2010. 190 teams, 5,000 paddlers, and upwards of 70,000 attendees will enjoy a weekend of racing, entertainment and free family activities.

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About Ottawa Dragon Boat Festival

The Tim Hortons Ottawa Dragon Boat Festival is the largest Dragon Boat Festival in North America. It features both competitive and recreational racing, musical entertainment and a variety of vendors and family oriented activities. The Tim Hortons Ottawa Dragon Boat Festival began in 1993 with assistance from the Hong Kong Canada Business Association and had 25 participating teams over a half-day event. Since then it has grown to a three-day sell-out with 190 teams and 5,000 paddlers, 70,000 spectators, a host of entertainers, exhibitors/vendors and a comprehensive silent auction tent. For more information visit www.dragonboat.net.

About Tim Hortons

Tim Hortons is the fourth largest publicly-traded quick service restaurant chain in North America based on market capitalization, and the largest in Canada. Tim Hortons appeals to a broad range of consumer tastes, with a menu that includes premium coffee, flavored cappuccinos, specialty teas, home-style soups, fresh sandwiches, donuts and fresh baked goods. As of June 28th, 2009, Tim Hortons had 3,475 system-wide restaurants, including 2,939 in Canada and 536 in the United States. More information about the Company is available at www.timhortons.com.

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