



FOR IMMEDIATE RELEASE

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MediaVest Named TD AMERITRADE's Media Agency of Record

*Assignment includes general market strategic planning and buying duties
in the United States*

New York, NY, May 19 2008 – MediaVest USA is named the general market media agency for TD AMERITRADE Holding Corporation (NASDAQ:AMTD), as announced today by Bill Tucker, CEO, MediaVest. The assignment is effective immediately.

“MediaVest’s consumer centric approach to planning, coupled with a superior buying capability, played an important role in our decision”, said Robert Haverback Vice President Brand Management and Advertising. “They have the unique ability to drive smart marketplace solutions that are both scaleable and innovative, while providing a client service structure unique to our corporate culture and business goals.”

MediaVest now handles strategic planning and buying responsibilities for TD AMERITRADE’s retail business targeted to active traders and long-term investors. OgilvyOne continues to handle creative duties and NEO@Ogilvy continues to handle digital advertising efforts. Karsh Hagan handles both creative and media duties on TD AMERITRADE’s institutional business.

“TD AMERITRADE is a leader in its category because it provides a seamless blending of outstanding customer service and user-friendly technology solutions with a strong branding component”, said Tucker. “We look forward to partnering with a culture and brand that is as committed to creating unique marketing solutions as we are”.

About TD AMERITRADE Holding Corporation

TD AMERITRADE Holding Corporation, through its brokerage subsidiaries¹, provides a dynamic balance of investment products and services that further the Independent Spirit of individual investors. Listed by *Forbes* as one of America’s best big companies, the Company’s full spectrum of services include a leading active trader program and long-term investor solutions, including a national branch system, as well as relationships with one of the largest networks of independent registered investment advisors.² The Company’s common stock trades under the ticker symbol AMTD. For more information, please visit www.amtd.com.

About MediaVest

MediaVest, a division of the Starcom MediaVest Group (SMG), a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first media companies to consistently deliver *Connections That Captivate* and industry-first initiatives and products, MediaVest’s long-standing client partnerships include some of the world’s leading marketers including Kraft, P&G, The Coca-Cola Company and Wal-Mart. For more information, please visit www.mediavestww.com.

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⁽¹⁾ TD AMERITRADE, Inc., member FINRA (www.FINRA.org) /SIPC (www.SIPC.org), receives clearing and custodial services from TD AMERITRADE Clearing, Inc., member FINRA/SIPC. The Toronto-Dominion Bank has an investment in TD AMERITRADE Holding Corporation.

⁽²⁾ More info on the Forbes award is available at www.forbes.com/platinum.

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