

TD AMERITRADE Poll Shows the Need for Fiscally-Fit New Year's Resolutions

TD AMERITRADE Poll Shows Disconnect Between Men and Women

OMAHA, Neb., Dec 17, 2007 (BUSINESS WIRE) -- With a new year just around the corner, many people will resolve to make a fresh start. Going into 2008, among those adults who make New Year's resolutions, more than half (58 percent) of these resolutions will be finance-related, according to a new survey conducted by Harris Interactive(R) on behalf of TD AMERITRADE (NASDAQ:AMTD).

More than one in four adults who make New Year's resolutions say they are more likely to make resolutions having to do with personal finance than they were two years ago. Saving more money is cited as the most popular finance-related New Year's resolution (69 percent) made among adults, followed by paying off debt (57 percent) and reducing spending (46 percent).

"It is great to learn that so many people will focus their resolutions on their own finances," said Joe Moglia, chief executive officer. "There has never been a better time to look at your overall financial situation and take control of your future."

While making these resolutions may be a good start, this study revealed that about half (51 percent) of all finance-related resolutions fall by the wayside within a month. Among adults who make such resolutions, women are more likely than men to break their resolutions before the year is out (85 percent vs. 76 percent, respectively).

Interestingly, on a related note, women are also more likely than men to say investing scares them (53 percent vs. 34 percent, respectively).

"Investing in your future really isn't all that difficult," Moglia continued. "You just need to take the initiative, and we can help guide you the rest of the way."

About TD AMERITRADE Holding Corporation

TD AMERITRADE Holding Corporation, through its brokerage subsidiaries(1) provides a dynamic balance of investment products and services that further the Independent Spirit of individual investors. Listed by Barron's as the #1 Web browser-based online broker and 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 Harris Interactive(R)

Harris Interactive is the 13th largest and one of the fastest growing market research firms in the world. The company provides innovative research, insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for The Harris Poll, one of the longest running, independent opinion polls and for pioneering online market research methods. The company has built what it believes to be the world's largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its North American, European and Asian offices, and through a global network of independent market research firms. More information about Harris Interactive may be obtained at www.harrisinteractive.com. To become a member of the Harris Poll Online and be invited to participate in online surveys, register at www.harrispollonline.com.

This survey was conducted online within the United States by Harris Interactive on behalf of TD AMERITRADE between June 4 and June 6, 2007 among 2,160 adults (aged 18 and over). Results were weighted as needed for region, age within gender, education, household income and race/ethnicity. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical

because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the U.S. adult population. Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated. Harris Interactive and TD AMERITRADE are separate, unaffiliated companies and are not responsible for each other's products or services.

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(2) "The Best Web Browser-Based Online Broker" by Barron's, 3/5/2007 based on Trade Experience, Trading Technology, Usability, Range of Offerings, Research Amenities, Portfolio Analysis & Reports, Customer Service & Access, and Costs. Barron's is a registered trademark of Dow Jones, L.P. More info on the Forbes award is available at www.forbes.com/platinum

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