

VIDEO:

Tim delivers an inspirational "rant", similar to those done by Rick Mercer on "This Hour has 22 Minutes" on CBC. But, more fun.

The video will be a little more "urban" in style, where Tim delivers each line of dialogue in a different location in and around the TD Towers, as well as inside and outside a branch.

When edited together, this will present Tim in a very energetic and dynamic manner, and combined with the content of Tim's actual "rant", will serve to be quite memorable and inspirational.

SUPER:
Tim Hockey, EVP TD Canada Trust

AUDIO:

We hear powerful music.

TIM HOCKEY: Hi – I'm Tim Hockey and today I want to talk to you about our new Reward and Recognition Program for 2004.

I've been out talking to Branch Managers across the country at the Fall Roadshow – so I suspect you already know some of what I'm about to tell you.

We're calling it the Champions Club... which is for.... wait for it... *Champions*.

There's also something called Champions Rewards.

It represents a *new way* for TD Canada Trust to recognize the brightest and the best. To recognize more of the brightest and the best.

This organization is about people. Our single sustainable competitive advantage over the long run is having higher quality people than our competitors. People are important – YOU are important.

VIDEO:

Appropriate Cut-aways of people.

AUDIO:

I'm all for recognizing the best and brightest.

It's important for People to be told that they're doing a good job. Who doesn't like to be recognized for doing a great job?

Heck, even *I* need to be told that I'm doing a good job.

As part of our planning for 2004, we took a close look at our R&R program. I think we've changed it for the better. It's evolved to better achieve what it's designed to do – recognize and reward great performance.

So, yes, we've made some changes to R&R.

We've made it better!

Really – really better.

As an organization, we have everything to gain by rewarding our employees. It's a win-win. WE NEED R&R! It's a big part of our culture! It's important to me!

VIDEO:

AUDIO:

I'd love to be able to reward everybody. But I absolutely want to ensure we reward our top people..

But, here's a FACT: The new Champions program, means MORE people will get rewards.... and MORE money given out.

This should have happened a long time ago.

And, I'm here to tell you that I'm personally committed to making Champions Club a success.

So, what's makes a Champion?

Winners don't just walk onto center court and win right away...

... there's usually months of training... preparation... grunt work... heavy lifting...

My point is this....

VIDEO:

Appropriate cut-aways

AUDIO:

Don't just show up in the 4th Quarter
with your guns blazing, expecting to
get into the Champions Club...

It doesn't work that way...

It won't work that way...

It's about the hard work you do in the
first and second quarter and how that
pays off later.

It's about making every quarter a
successful quarter. This is not about
sprinting to the finish line.

Champions Club is for those people
who help this company perform at the
top of its game. It's for winners.

It's for people who want to see TD CT
succeed and for people who want to be
a part of that success.

Care enough to do the unthinkable.
Think the undoable. Shoot for the
moon and stars to ensure we get over
the fence.

It's about momentum and motivation.

VIDEO:

Logo

AUDIO:

It's about people who are go getters
and leaders.

People who create.

It's for people who put in the kind of
effort that has made TD Canada Trust
one of the leading retail banks in
Canada.

The Champions Club is for people who
give their all and give us 110% every
day.

So, I invite you to join the Champions
Club...

To get there, start strong... stay
strong. Focus. Get things done... be a
WINNER.

(END)