



Ameritrade Reports New Accounts and Average Trades Per Day for August Company Also Announces Datek Monthly Results and Intended Sale of Kansas City Data Center

OMAHA, Neb., Sep 13, 2002 (BUSINESS WIRE) -- Ameritrade Holding Corporation (Nasdaq:AMTD) today reported continuing growth in its core online brokerage business by opening 29,000 new funded accounts during August for a total of 1,953,000 accounts, with an average daily volume of 77,000 trades.

Datek Accounts and Trades

Datek opened 15,000 new funded accounts in August for a total of 876,000 accounts, with an average daily volume of 69,000 trades.

The merger between Ameritrade and Datek closed on September 9. Therefore, all Datek trades through closing will not be reflected in Ameritrade's financial results.

Intended Sale of Kansas City Data Center

The Company has executed a letter of intent to sell its Kansas City data center facility to a major US financial services firm. The Company expects this sale to provide positive cash flow, net of all transaction costs and debt repayment. Additionally, Ameritrade intends to lease approximately 40% of the Kansas City facility that it currently occupies for a minimum five-year period. This will allow the Company's data center operations and backup capabilities to remain the same. The Company expects to enter into a purchase and sale agreement before the end of September and to close in October. The Company plans to release a summary of the final terms of the transaction after closing. "The sale of the Kansas City facility again supports our commitment to eliminate redundancies and cut costs wherever we can. We prefer the flexibility that leasing provides while maintaining key functionality," said Joe Moglia, chief executive officer of Ameritrade.

Keynote Results

The "Keynote Web Broker Trading Index" (www.keynote.com) shows the average response times and success rates for creating a standard stock-order transaction on selected online brokerage sites. According to the "Index," Ameritrade, Inc.(a) achieved the best average time for transaction performance for the month of August, nearly twice as fast as the "Index" average.

About Ameritrade Holding Corporation

Ameritrade Holding Corporation (www.amtd.com) has a 27-year brokerage history of providing a self-directed approach to investment services. The Company, through its Private Client and Institutional Client divisions, provides tiered levels of brokerage products and services tailored to meet the varying investing, trading and execution needs of individual investors, financial institutions and corporations. Ameritrade's landmark merger with Datek Online Holdings Corp. combines the client service, technology, products and innovation of both companies to bring enhanced value to its clients and shareholders.

Safe Harbor

This release contains forward-looking statements that are made pursuant to the safe harbor provisions for forward-looking statements in the federal securities laws. In particular, all statements regarding our intended sale of the Kansas City data center facility including the expected lease of part of the facility and the duration of the lease, the expected resulting positive cash flow, the expected purchase and sale agreement and closing and the timing of the agreement and closing are forward-looking statements. These statements only reflect the Company's current expectations and are not guarantees of performance. These statements involve risks, uncertainties and assumptions that could cause actual results, performance or achievements to differ materially from those in the forward-looking statements. These forward-looking statements speak only as of the date on which the statements were made. The Company undertakes no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise.

(a) Ameritrade, Inc., member NASD/SIPC, is a subsidiary of Ameritrade Holding Corporation. Market volatility and volume may delay system access and trade executions.

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