



New TD AMERITRADE Unveiled to Serve Independent-Minded Investors; "Independent Spirit" Campaign Propels New Branding Initiative; Multi-Channel Media Buy to Launch April 24; Sam Waterston Named Brand Spokesperson

OMAHA, Neb., Apr 19, 2006 (BUSINESS WIRE) -- TD AMERITRADE Holding Corporation (NASDAQ:AMTD) announced today that beginning April 24, 2006, there will be a new choice for the independent-minded investor. Next week, the Company will launch the broker TD AMERITRADE through a new branding initiative that profiles the ever-evolving needs of independent investors.

The "Independent Spirit" of TD AMERITRADE provides investors with an alternative to the traditional pre-defined approach to investing. All investors deserve the full range of tools, service and support they need to make financial decisions their way - on their own terms - whether they are online, on the phone or visiting one of the Company's branches, and should not have to settle for a "one size fits all" mentality.

The Company's promise to further the Independent Spirit of investors is supported by:

- Comprehensive products and support that allow clients to easily change investments as needed;
- Straightforward pricing so clients know what they can expect to pay - every time; and
- Independent research, products and support that allow clients to make decisions in their best interest.

"The Independent Spirit is realized when people decide to take responsibility for their own financial destinies," said Chris Armstrong, executive vice president of sales and marketing. "We feel that we are uniquely positioned to stand for independence. Our brand is all about helping people decide to make that shift and helping those independent investors thrive with confidence."

Creative support for the brand juxtaposes the Company's newly chosen spokesperson, Sam Waterston, against oversized images that represent icons of independence, such as the Liberty Bell and Ellis Island, which all Americans know and revere. In addition to brand-focused ads, several direct response ads feature everyday Americans who draw upon the independent spirit to achieve their unique financial goals, adding human faces to the theme. Each ad closes by empowering the audience with the powerful statement, "Independence is the spirit that drives America's most successful investors."

Each TV spot will feature TD AMERITRADE spokesperson Sam Waterston. Waterston, who previously worked as the spokesperson for TD Waterhouse, brings a strong association with serious money and investable assets to the new brand. His character roles have long been associated with independence and the controlling of one's destiny. As a result, he is uniquely qualified to represent independence. Waterston has tested well with active traders, the mass affluent and long-term investors.

"Everything from the media mix to the selection of Sam Waterston as our spokesperson was strategically developed to fully maximize this crucial launch of the new TD AMERITRADE," Armstrong continued. "We have carefully planned our marketing efforts to be very smart and efficient by using our unique media optimization model. We are confident that clients and prospects alike will understand what the new TD AMERITRADE stands for."

Support for TD AMERITRADE's "Independent Spirit" will be launched in two tiers: one focused on building the Company's new brand and a second product-focused tier applying a direct response approach. The Company expects to spend about \$150 million in Marketing over the next 12 months.

Print, online and broadcast advertising support for the brand will begin Monday, April 24, with targeted direct response ads to follow in May. A total of six commercials will air on national network television, as well as on various cable networks including CNBC, CNN, MSNBC and ESPN.

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About TD AMERITRADE Holding Corporation

TD AMERITRADE Holding Corporation, through its brokerage

subsidiaries(1), provides a dynamic balance of investment products and services that furthers the Independent Spirit of individual investors. 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. The Company's common stock trades under the ticker symbol AMTD. For more information, please visit www.amtd.com.

Forward-looking Statements

This document contains forward-looking statements within the meaning of the federal securities laws. We intend these forward-looking statements to be covered by the safe harbor provisions of the federal securities laws. In particular, any statements regarding financial guidance and future operations are forward-looking statements. These statements reflect only our current expectations or plans and are not guarantees of future performance, results or operations. These statements involve risks, uncertainties and assumptions that could cause actual results or performance to differ materially from those contained in the forward-looking statements. These risks, uncertainties and assumptions include general economic and political conditions, interest rates, market fluctuations and changes in client trading activity, increased competition, systems failures and capacity constraints, ability to service debt obligations, integration associated with the TD Waterhouse transaction, realization of synergies from the TD Waterhouse transaction, regulatory and legal matters and uncertainties and other risk factors described in our latest Quarterly Report on Form 10-Q/A filed with the SEC on Feb. 10, 2006 and our latest Annual Report on Form 10-K filed with the SEC on Dec. 14, 2005. These forward-looking statements speak only as of the date on which the statements were made. We undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise.

(1) Ameritrade, Inc., member NASD/SIPC, and TD Waterhouse Investor Services, Inc., member SIPC, are both subsidiaries of TD AMERITRADE Holding Corporation.

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