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TD AMERITRADE STARTS RIA MENTOR PROGRAM

New Transition Workshops Help Advisors Navigate Start-up Challenges

OMAHA, Neb., June 12, 2006 – TD AMERITRADE Institutional today announced the formation of its *Advisors in Transition* Mentor Council. The group is made up of independent Registered Investment Advisors (RIAs) who have previously made a similar transition from full-commission⁽¹⁾ or independent broker-dealers. The mentors are matched with advisors in the transition program to provide support and guidance with setting up one’s own practice.

“Going independent can be a challenge. That’s why we created a comprehensive package of tools and services to make the move as easy as possible,” said Tom Bradley, president, TD AMERITRADE Institutional. “Advisors now have an additional edge because they can build a relationship with a mentor who will provide assistance during the transition process.”

The mentors’ ability to share real-life lessons combined with the expert advice of TD AMERITRADE’s transition specialists and technology solutions consultants rounds out a support network that will help advisors build their practice efficiently and effectively.

Additionally, TD AMERITRADE Institutional will host regular workshops at which mentors will discuss their experiences. The first workshop, taking place in Chicago on June 22nd, will include a presentation by industry expert, Philip Palaveev of Moss Adams and a compliance discussion with Tom Giachetti of Stark & Stark.

The Mentor Council members are:

<u>Name</u>	<u>Firm</u>	<u>Location</u>
Deon Blaney	Private Wealth Management	Las Vegas, Nev.
Ron Brock	Sheaff Brock	Indianapolis, Ind.
Dave Ceponis	Ceponis Financial Group	Wilton, Conn.
David Dowell	Russell Capital Management	Lexington, Ky.
Seth Pearson	Pearson Financial Services	Dennis, Mass.
John Valentine	Valentine Capital Asset Management	San Ramon, Calif.
Eric Witte	Ironmark Advisors, LLC	Plano, Texas

About the Advisors in Transition Program:

TD AMERITRADE Institutional’s *Advisors in Transition* program provides comprehensive support for advisors switching from full-commission or independent broker-dealers to the independent, fee-based model. Advisors work with dedicated transition specialists and business solutions consultants and can also utilize a step by step guidebook as well as online tools. Additionally, TD AMERITRADE offers advisors in transition negotiated pricing on start-up essentials like office space and computers.



Advisors seeking more information about TD AMERITRADE's transition program or are interested in taking part in a regional workshop should call 1-800-444-6100 or go to <http://www.tdainstitutional.com/goindependent/breakaway.htm>

About TD AMERITRADE Institutional

TD AMERITRADE Institutional is a leading provider of comprehensive brokerage and custody services to more than 4,000 fee-based, independent Registered Investment Advisors (RIAs) and their clients.⁽²⁾ Our advanced technology platform, coupled with personal support from our dedicated services teams, allows investment advisors to run their practices more efficiently and effectively, while optimizing time with clients.

About TD AMERITRADE Holding Corporation

TD AMERITRADE Holding Corporation, through its brokerage subsidiaries,⁽³⁾ 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.

⁽¹⁾ TD AMERITRADE, Inc. is a discount broker-dealer, and as such charges a lower commission for online equity trades than many non-discount broker-dealers. Other products and order channels may not reflect any discount. In addition, levels and ranges of service vary between firms.

⁽²⁾ TD AMERITRADE Institutional, Division of TD AMERITRADE, Inc., member NASD/SIPC.

⁽³⁾ TD AMERITRADE, Inc., member NASD/SIPC, receives clearing and custodial services from Ameritrade, Inc., member NASD/SIPC, and National Investor Services Corporation (NISC), member NYSE/SIPC. TD AMERITRADE, Ameritrade and NISC are subsidiaries of TD AMERITRADE Holding Corporation.

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