



FOR IMMEDIATE RELEASE

At the Company:

For Media:
Diana DeSocio
Corporate Communications
(201) 369-8603
dianadesocio@tdwaterhouse.com

For Investors:
Tim Nowell
Investor Relations
(402) 597-8440
timothy.nowell@tdameritrade.com

TD AMERITRADE Institutional Helps Advisors Educate Investors Advisor Education Kit Explains Different Types of Advice

OMAHA, Neb., Sept. 13, 2006 – Independent Registered Investment Advisors (RIAs) often compete with brokerage firms that use large budgets and ad campaigns to sell brokerage services, including investment advice, for a fee. As a result, RIAs want to reach and teach an ever-growing client prospect pool that there are important differences between broker-dealers and RIAs.

TD AMERITRADE Institutional’s Advisor Education Kit helps RIAs articulate these differences with tools to easily implement community outreach, local publicity and advertising. The kit includes tips and tools to help spread the word that while both RIAs and Registered Representatives (stockbrokers) can provide advice for a fee, brokers aren’t generally held to the same fiduciary standards that RIAs owe to their clients.

“Our recent survey showed that even with increased disclosures by broker-dealers, investors are still confused,” said Tom Bradley, president of TD AMERITRADE Institutional. “If the thousands of RIAs in this country commit to educating investors, we can collectively raise awareness about the fiduciary responsibility of RIAs to act in their clients’ best interest.”

The kit includes:

- Print ad templates
- A PowerPoint presentation template
- Informational handouts
- Tips for talking to the media
- TD AMERITRADE Investor Perception survey¹ results

The kit is part of TD AMERITRADE Institutional’s advocacy efforts on behalf of fee-based independent RIAs. A survey released by the firm in May showed that 74 percent of respondents did not understand the difference in the obligations of RIAs and stockbrokers. While RIAs have a fiduciary duty at all times to act in their client’s best interests, brokerage firms generally are not fiduciaries to their customers, and therefore may not make decisions that are solely in their customer’s best interests.

Advisors can access and download the educational materials free of charge at <http://www.tdainstitutional.com/advisoreducation/index.htm>.

¹ TD AMERITRADE Investor Perception Survey 2006



AMTD-G

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. 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.

TD AMERITRADE Institutional is a Division of TD AMERITRADE, Inc., member NASD/SIPC. TD AMERITRADE, Inc. is a subsidiary of TD AMERITRADE Holding Corporation.

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.

(1) 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.

###