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TOM BRADLEY NAMED FINANCIAL SERVICES VISIONARY OF THE YEAR

Texas Tech University honors TD AMERITRADE Institutional President

Orlando, FL, February 7, 2008 – (Nasdaq: AMTD) In more than 15 years serving Registered Investment Advisors (RIAs), TD AMERITRADE Institutional President Tom Bradley has helped define and shape one of the fastest growing segments of financial services. Educating investors on the differences between RIAs and stockbrokers, Bradley has supported the fiduciary duty that requires RIAs to act in the best interests of their clients and eliminate or disclose conflicts of interest.

It is for his work as a champion for the fiduciary standard of RIAs and his efforts in helping shape issues that affect the financial industry that Bradley has been named “Visionary of the Year” by Texas Tech University’s Division of Personal Financial Planning.

“Tom has led an industry charge, and it has been a watershed event,” said Deena Katz, program director at the University. “His unwavering diligence and focused work educating the public is truly noble and nothing short of visionary.”

Bradley has helped create a national platform focused on promoting fiduciary responsibility in order to benefit RIAs, their industry and individual investors. This includes an Advisor Education Kit, designed to help advisors clarify the issue with clients, two surveys to help campaign on regulatory issues and the creation of a national advertising campaign focused on educating the public.

Tom is only the second recipient of the award, which will be presented at a dinner in Lubbock, Texas on February 29, 2008.

For more information on the Personal Financial Planning program at Texas Technical University, please visit www.depts.ttu.edu/pfp. For more information on TD AMERITRADE Institutional, please visit www.tdainstitutional.com.

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About TD AMERITRADE Institutional



TD AMERITRADE Institutional is a leading provider of comprehensive brokerage and custody services to more than 4,500 fee-based, independent Registered Investment Advisors (RIAs) and their clients.¹ Our advanced technology platform, coupled with personal support from our dedicated service 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,² provides a dynamic balance of investment products and services that make it the investment firm of choice for millions of retail investor and independent registered investment advisor (RIA) clients. Listed by *Barron's* as the #1 Web browser-based online broker and *Forbes* as one of America's best big companies, the Company offers a full spectrum of investment services, including a leading active trader program, intuitive long-term investment solutions and a national branch system, as well as relationships with one of the largest independent RIA networks.³ The Company's common stock trades under the ticker symbol AMTD. For more information, please visit www.amtd.com.

¹TD AMERITRADE Institutional, Division of TD AMERITRADE, Inc., member FINRA (www.finra.org) / SIPC (www.sipc.org).

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³"The Best Web Browser-Based Online Broker" by Barron's, 3/5/2007 based on Trade Experience, Trading Technology, Usability, Range of Offerings, Research Amenities, Portfolio Analysis & Reports, Customer Service & Access, and Costs. Barron's is a registered trademark of Dow Jones, L.P. More info on the Forbes award is available at www.forbes.com/platinum.