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iREBAL UNVEILS NEW PRICING STRUCTURE

“Intelligent Rebalancer” now more accessible for advisors with \$300 million

Jersey City, NJ, February 6, 2008 – (Nasdaq: AMTD) Many advisors will tell you that as their assets under management increase, so do the difficulties in ensuring a properly allocated portfolio. Effectively rebalancing a client’s assets can be a major source of time and inefficiency for an advisor - especially when assets exceed hundreds of millions of dollars. iRebal, known as the “Intelligent Rebalancer”, can be an effective rebalancing solution for many of these advisors.

iRebal is a rule-based application that automatically generates trade recommendations for multiple account level rebalancing and cash management. Today, TD AMERITRADE Institutional announced a new tiered pricing structure for the product, ranging between \$20,000 and \$50,000 based on asset volumes up to \$1 billion.

“iRebal is a sophisticated rebalancing tool that reduces weeks-long processes down to a few days, allowing companies to grow without adding additional staff,” said Gobind Daryanani, iRebal founder and managing director, TD AMERITRADE Institutional. “This more affordable pricing scale makes the many benefits of return-maximization rebalancing far more accessible to advisors and their clients.”

Flexible implementations of iRebal, fully customized to a client’s specifications, can be completed in an average of 12 weeks. Additional benefits of iRebal can be realized if the advisor custodies with TD AMERITRADE.

More information on iRebal is available at www.irebal.com.¹

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 and their clients. 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 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.

¹iRebal products and services property of ThinkTech, Inc., an affiliate of TD AMERITRADE. TD AMERITRADE Institutional, Division of TD AMERITRADE, Inc., member FINRA (www.finra.org) / SIPC (www.SIPC.org).

²TD AMERITRADE, Inc., member FINRA/SIPC, receives clearing and custodial services from TD AMERITRADE Clearing, Inc., member FINRA/SIPC. TD AMERITRADE and TD AMERITRADE Clearing, Inc. are subsidiaries of TD AMERITRADE Holding Corporation.

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.