



TD AMERITRADE and Suze Orman Announce Exclusive Relationship

"The Save Yourself Plan" Provides Steps for Saving & Special Offer

OMAHA, Neb., Jan 12, 2007 (BUSINESS WIRE) -- In conjunction with the upcoming release of Suze Orman's new book investigating the complicated relationship women have with money, TD AMERITRADE, Inc. (NASDAQ:AMTD) is providing an exclusive and compelling offer.

At the heart of the book titled *Women & Money: Owning the Power to Control Your Destiny* is "The Save Yourself Plan" - a streamlined, five-step countdown designed to help women achieve genuine long-term financial security. Clients who follow the steps receive ongoing strategies and guidance in Suze's book. Additionally, after a year of making automatic monthly direct deposits in a new brokerage account, TD AMERITRADE will reward those efforts with \$100 bonus. (1)

"Suze Orman equips readers with financial knowledge, especially as it relates to the emotional attachments we all have with money," said Joe Moglia, chief executive officer. "As an exclusive partner, our \$100 bonus offer is an integral part of The Save Yourself Plan - helping people take the first steps toward financial independence."

"I am thrilled that TD AMERITRADE came forward to support my goal of helping every woman in America to have an account she can call her own," said Suze Orman. "What's at stake is far bigger than money itself; it's about every woman's sense of who she is and what she deserves, and why it all begins with the decision to save yourself."

More information about The Save Yourself Plan will be available February 27, 2007, when the book launches. The book is available for pre-order online and at bookstores.

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About TD AMERITRADE Holding Corporation

TD AMERITRADE Holding Corporation, through its brokerage subsidiaries,(2) provides a dynamic balance of investment products and services that further 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.

About Suze Orman

As America's most recognized expert on personal finance, Suze Orman is a two-time Emmy Award-winning television host, New York Times bestselling author, magazine and online columnist, writer/producer and motivational speaker who's looking to change the way people think, feel and act with their money.

(1)Offer valid for one new TD AMERITRADE account (non-retirement) opened between 2/27/07 and 3/31/08, and funded by 12 monthly consecutive automatic electronic deposits of \$50 or more. First \$50 must be deposited within 30 days of opening account. To be eligible, you must be a U.S. resident aged 18 or older. On February 27th, see www.saveyourselfplan.com for obligations and limitations and to accept this offer. This is not an offer or solicitation in any jurisdiction where TD AMERITRADE is not authorized to do business. Random House, Inc. does not endorse, is not associated with, and has no responsibility for the TD AMERITRADE offer. TD AMERITRADE, Random House, Inc., and Suze Orman are separate and not affiliated, and each of them are not responsible for the services and information provided by the other(s). TD AMERITRADE, Inc., member NASD/SIPC.

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

SOURCE: TD AMERITRADE

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