



**ANNOUNCING THE MERGER OF
AMERITRADE AND DATEK.**

“New Thinking for a New Millennium”



Mergers. Ugh.

They can bring out the worst in corporate mumbo jumbo. At Ameritrade, that's not really our style, so we'll be frank.

Ameritrade and Datek are merging.

Why? Because both our companies, our clients, and the community of self-directed investors are better off post-merger than pre-merger.

Here's how.

Ameritrade clients gain Datek trading tools: new

That's been the point at Ameritrade since we pioneered the first Internet trade in 1994. It still is today and will be into the future.

Value matters to our clients.

Value we believe will only improve by the economies of scale of a new company with the combined resources of both Ameritrade and Datek.

Choice matters to our clients.

So, coming soon, both Ameritrade and Datek clients

We know you want details.

We don't have them all yet, but we can give you a sneak preview: very soon, our clients will have free access to real-time streaming quotes and tools (Datek's Streamer)**; a new and expanded rewards program for the active trader, and the Ameritrade 10-Second Guarantee†

The bottom line.

Merging Ameritrade and Datek is no less than building

“New Thinking for a New Millennium”? **WHAT KIND OF FLUFFY NONSENSE IS THAT?**

technology and innovation that are the envy of the category. Datek clients gain Ameritrade's service, reliability, and continued commitment to seek best execution*. All at a value both sets of clients expect.

Who else wins?

The larger community of self-directed investors. Two industry leaders are merging to become one industry powerhouse – a powerful, competitive resource for the self-directed investor, backed by Ameritrade's 27-year history of leadership, stability and depth.

People are smart.

People are capable. People want to participate. Give them powerful and highly usable technology at an outstanding value and let them be.

will find wider ranges of easily customized features for every style of individual investor, from the very simple to the highly technical.

Will this happen overnight?

No. Because it needs to happen the right way. And that means including our clients' opinions, needs and concerns about *how* it happens.

Already, thousands of e-mails have come in to the presidents of both Datek and Ameritrade, providing input, suggestions, direction, even some heat.

Why? Because we asked. And, well, because self-directed investors (ya gotta love 'em) are no shrinking violets.

We've created Client Advisory Boards of both Datek and Ameritrade clients to get very specific feedback on ideas and decisions before they go live.

the nation's largest online brokerage, moving more online trades than any other.††

In a world where more than 20 million people trade online (and more continue to open accounts, despite an adverse market climate)‡, this merger is not just a good idea, it's our way of helping things tip in favor of the self-directed investor.

We're not sure about you, but as for us and our clients, that's a mighty exciting world to live in.

What to do.

Clearly, celebration is in order. Open a new account at Ameritrade before October 23 and get 25 commission-free Internet equity trades to use in your first month.‡‡

To join us, or find out more, visit **ameritrade.com**, call 888 531-9500, or e-mail our CEO, Joe Moglia, at **joem@ameritrade.com**

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*Market volatility, volume and system availability may delay account access and trade execution. **Streamer tools not available to Ameritrade clients classified as professional users by the exchanges. Access to real-time data subject to acceptance of the exchange agreements. †10-Second Guarantee offer valid through 9/30/02. Limitations apply. Go to www.ameritrade.com for complete details. ††Source: JPMorgan Equity Trading Market Share Analysis: Second Quarter 2002 (dated August 28, 2002). Data based on average daily trade volume of nonprofessional or semiprofessional online traders. ‡Source: JPMorgan Equity Trading Market Share Analysis: Second Quarter 2002 (dated August 28, 2002). ‡‡Offer valid for new individual and joint accounts opened and funded with at least \$1,000 between 7/02/02 and 10/22/02. Other limitations apply. This is not an offer or solicitation in any jurisdiction where we are not authorized to do business. Ameritrade, Division of Ameritrade, Inc., member NASD/SIPC. Ameritrade is a registered service mark and Ameritrade and logo is a trademark of Ameritrade IP Company, Inc. ©2002 Ameritrade IP Company, Inc. All rights reserved. Used with permission. Datek, member NASD/SIPC. Streamer® is a registered trademark of Datek Holdings Corp.