



ACCOLADES

These third-party accolades are a testament to Ameritrade's client-driven success, which has recently been strengthened by combining the "best of both worlds" of Ameritrade Holding Corporation and Datek Online Holdings Corp. By listening to clients' needs, and the proven strength and experience of its Executive Management Team, Ameritrade has the vision and opportunity to enable the independent investor to experience a new level of technology and client service within the industry.

Ameritrade Holding Corporation Accolades

The following accolades were received by one or more subsidiaries, or individuals associated with these subsidiaries, of Ameritrade Holding Corporation

- **Ameritrade Apex received an overall four-star rating, and a top rating for "Ease of Use" and "Research Amenities" on the Barron's 2003 Online Broker Survey, March 2003.**
- Named by *Forbes* as one of the "Best of The Web," Winter 2002.
- Named "Top Choice" Internet Broker by *The Wall Street Journal*, "The Cranky Consumer Column," May 2002.
- Joe Moglia, ranked in the *Institutional Investor's* fourth annual "Online Finance 40," March 2003.
- Named one of the top 10 online brokers by *SmartMoney* magazine, August 2002.
- Ranked in the top five within the 2002 Gomez Internet Broker Survey, May 2002.
- Ranked No. 1 Broker in Equity Trades Online (based on average daily trading volume) according to J.P. Morgan, April 2002.
- Ameritrade clients had the highest levels of satisfaction compared to similar online brokerages according to Forrester Research, March 2002.