

Clerk of the House of Representatives Legislative Resource Center B-106 Cannon Building Washington, DC 20515	Secretary of the Senate Office of Public Records 232 Hart Building Washington, DC 20510
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LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name Ameritrade Holding Company			
2. Address <input type="checkbox"/> Check if different than previously reported 4211 102d Street			
3. Principal Place of Business (if different from line 2) Omaha NE 68127-1031 City: State/zip (or Country)			
4. Contact Name Phylis Esposito	Telephone (201) 761-5570	E-mail (optional) pesposito@ameritrade.com	5. Senate ID # 283297-12
7. Client Name <input checked="" type="checkbox"/> Self Self			6. House ID # 36812000

TYPE OF REPORT 8. Year 2004 Midyear (January 1-June 30) OR Year End (July 1-December 31)

9. Check if this filing amends a previously filed version of this report

10. Check if this is a Termination Report ⇨ Termination Date _____

11. No Lobbying

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

<p align="center">12. Lobbying Firms</p> <p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇨ \$ _____ Income (nearest \$20,000)</p> <p>Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).</p>	<p align="center">13. Organizations</p> <p>EXPENSES relating to lobbying activities for this report period were:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input checked="" type="checkbox"/> ⇨ \$ <u>\$100,000.00</u> Expenses (nearest \$20,000)</p> <p>14. REPORTING METHOD. Check box to indicate expected accounting method. See instructions for description of options.</p> <p><input checked="" type="checkbox"/> Method A. Reporting amounts using LDA definition</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6033 Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e) Internal Revenue Code</p>
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Signature Phylis Esposito Date Aug. 9, 2004

Printed Name and Title Phyllis Esposito, Exec. Vice President, Chief Strategy Officer

LD-2 (REV. 4/03)

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Registrant Name Ameritrade Holding Company Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod information as requested. Attach additional page(s) as needed.**

15. General issue area code FIN (one per page)

16. Specific lobbying issues

SEC's Proposed Regulation NMS

17. House(s) of Congress and Federal agencies contacted Check if None

House of Representatives
Senate
Securities and Exchange Commission
Treasury Department

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Phylis Esposito	N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Signature *Phylis Esposito* Date Aug. 9, 2004

