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TD AMERITRADE INSTITUTIONAL PRESIDENT TOM BRADLEY TO SPEAK AT THE 2010 NAPFA NATIONAL CONFERENCE

Jersey City, N.J., April 21, 2010 – Tom Bradley, President of TD AMERITRADE Institutional will address advisors at the 2010 National Association of Personal Financial Advisors National Conference in Chicago, Ill. on Thursday, May 20, 2010 in a keynote session. The conference will be held at the Hilton Chicago.

Today's wealth management industry is rapidly changing and as a result, independent Registered Investment Advisors (RIAs) need to gain a competitive edge to stay at the forefront of the industry. Bradley will discuss industry trends and opportunities facing independent advisors and the response by full commission brokerage firms. Highlights of the speech will include:

- Addressing clients' needs and risk tolerance in the dynamic market environment
- Leveraging products and strategies in an effort to gain an edge over the competition
- Examining growth of the RIA channel, driven by both advisor and client migration
- Latest regulatory developments and implications for advisors and their clients

Bradley, a 25-year financial services veteran and industry influencer, will address these forces of change and the impact on financial advisors and their clients. The presentation will begin at 8:40 a.m.

In addition to being a premier sponsor of NAPFA, TD AMERITRADE Institutional is also the founding sponsor in conjunction with the NAPFA Consumer Education Foundation of the nationwide "Your Money Bus" tour to support financial literacy. To learn more visit www.yourmoneybus.com.

To schedule an interview with Tom Bradley please contact Kristin Petrick at kristin.petrick@tdameritrade.com, 402-574-6569.

About TD AMERITRADE Institutional

TD AMERITRADE Institutional is a leading provider of comprehensive brokerage and custody services to over 4,000 fee-based, independent Registered Investment Advisors and their clients.¹ 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 combines innovative trading technology, easy-to-use and understand investment tools and services, investor education and superior client service to create a market-leading financial services experience. Now home to the award-winning thinkorswim brokerage and dynamic trading platform³ and the Investools investor education program, TD AMERITRADE provides millions of retail investors, traders and independent registered investment advisors (RIAs) with the tools, service and support they need to help build confidence in today's rapidly-changing market environment. The Company's common stock trades under the ticker symbol AMTD. For more information, please visit www.amtd.com.

¹TD AMERITRADE Institutional, Division of TD AMERITRADE, Inc., member FINRA/SIPC.



²TD AMERITRADE, Inc., member FINRA (www.FINRA.org) /SIPC (www.SIPC.org), TD AMERITRADE Clearing, Inc., member FINRA/SIPC, and thinkorswim, Inc., member FINRA/SIPC/NFA (www.nfa.futures.org).

³thinkorswim was rated #1 overall online broker, "best for options traders" and one of the "best for frequent traders" in *Barron's* ranking of online brokers, 3/15/2010. The firms were evaluated versus others in eight total categories, including trade experience, trading technology, usability, range of offerings, research amenities, portfolio analysis & reporting, customer service & education and costs. thinkorswim topped the list in 2010 with the highest weighted-average score. *Barron's* is a registered trademark of Dow Jones & Company ©2010

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