



## **FOR IMMEDIATE RELEASE**

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### **TD AMERITRADE INSTITUTIONAL RELEASES FIRST MERGERS & ACQUISITIONS “HOW-TO GUIDE” FOR ADVISORS *Educational tool aims to simplify M&A process, increase post-deal success***

**Omaha, Neb., August 13, 2009** – TD AMERITRADE Institutional, a division of TD AMERITRADE Holding Corporation (NASDAQ: AMTD), is launching a series of educational workbooks, for advisors in the market for merger or acquisition. The “How-To Guide on Buying” is the first of five M&A educational guides, prepared by ECHELON Partners<sup>1</sup>, which will be available to advisors through the TD AMERITRADE AdvisorLink M&A referral program.

“Advisors should take advantage of all the different growth opportunities happening in the industry today, but many lack the confidence and knowledge necessary to make the first move toward a merger or acquisition.” said Brian Stimpfl, managing director, advisor advocacy and industry affairs, TD AMERITRADE Institutional. “This comprehensive guide helps advisors identify the steps they need to take to prepare their practice for successful acquisitions.”

TD AMERITRADE Institutional teamed with ECHELON Partners, a third-party investment bank specializing in M&A transactions within the wealth management industry, to develop the AdvisorLink program. AdvisorLink is designed to meet the increasing demand for a more effective way to connect motivated advisors looking to buy, sell or merge their practices and educate advisors about the M&A process. AdvisorLink is open to independent registered investment advisor (RIA) firms on the TD AMERITRADE Institutional platform as well as prospective RIA clients.

#### **The “How-To Guide on Buying” highlights:**

- A detailed seven-step buying process
- Points on preparing a practice for M&A transactions
- Understanding the various types of M&A targets
- Developing an ideal target profile
- Understanding the due diligence process
- Closing the deal pointers
- Potential benefits of buying
- Potential risks and common pitfalls in buying another advisor.

TD AMERITRADE Institutional plans to release additional guides including Merging, Equity Sharing, Continuity Planning, and Valuation.

**Advisors interested in receiving a “How-To Guide on Buying” can call their respective TD AMERITRADE Institutional Sales Representative. Prospective clients are directed to call 1-800-934-6124 or email a request to [institutionalsales@tdameritrade.com](mailto:institutionalsales@tdameritrade.com).**

## **About TD AMERITRADE Institutional**

TD AMERITRADE Institutional is a leading provider of comprehensive brokerage and custody services to approximately 4,500 fee-based, independent Registered Investment Advisors and their clients.<sup>2</sup> 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 ECHELON Partners**

ECHELON Partners (ECHELON) was formed in 2001 to offer investment banking and consulting to the wealth and investment management industries. Since that time, ECHELON's professionals have helped hundreds of senior executives envision, initiate, and execute a multitude of complex business strategies and transactions. ECHELON's business is making companies more valuable through delivering advice and orchestrating transactions. Accordingly, ECHELON measures its success in the enterprise value it creates for its clients. Companies that strive to outperform their peers choose to work with ECHELON because it is as passionate about their results as they are.

## **About TD AMERITRADE Holding Corporation**

TD AMERITRADE Holding Corporation, through its brokerage subsidiaries,<sup>(3)</sup> 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 trading platform<sup>(4)</sup> 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](http://www.amtd.com).

<sup>1</sup>TD AMERITRADE, Inc. and ECHELON PARTNERS are separate unaffiliated companies and are not responsible for each other's policies or services. Access to ECHELON's program is provided by TD AMERITRADE Institutional as a service to financial advisors using the brokerage, execution, and custody services of TD AMERITRADE Institutional. TD AMERITRADE does not guarantee nor is it responsible for the completeness or accuracy of the data provided or for the quality of any product or service. TD AMERITRADE makes no warranty or representation with respect to the service as to suitability or fitness for a particular purpose. In no instance should the listing of a third party be construed as a recommendation or endorsement by TD AMERITRADE.

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<sup>(4)</sup>thinkorswim was rated #1 overall online broker, "best for frequent traders," and "best for options traders" in *Barron's* ranking of online brokers, 3/16/2009. thinkorswim was evaluated versus others in eight total categories, including trade experience/execution, trading technology, usability, range of offerings, research amenities, portfolio analysis & reporting, customer service & access and costs. thinkorswim topped the list in 2009 with the highest weighted-average score. *Barron's* is a registered trademark of Dow Jones & Company ©2009.