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## **TD AMERITRADE INSTITUTIONAL CONFERENCE ATTENDANCE STRONG EVEN IN DIFFICULT MARKET**

*Conference participation indicates more advisors may be looking to go independent*

**Omaha, Neb. Feb 17, 2009** – Attendance remained strong at this year’s TD AMERITRADE Institutional (NASDAQ: AMTD) Partnership 2009 Conference. Nearly 1,000 registered investment advisors attended the conference, held Feb. 4-7, 2009 in Las Vegas, NV, which was in-line with attendance numbers from the previous year.

“We are thrilled with the turn-out and believe the strong attendance reflects the growing opportunities in the RIA market,” said Tom Bradley, president, TD AMERITRADE Institutional. “Advisors are under enormous pressure during this challenging economic time, but they are also in a great position. RIAs are adding more clients and continue to gain client trust as the independent model increases in popularity.”

In addition to professional expertise on industry trends and outstanding networking opportunities, advisors in attendance say they benefitted from practice management workshops, demonstrations of the recent Veo® Next Generation technology enhancements and managed account solutions.

“The conference provided a great opportunity to discuss and gain insight about the current environment and its challenges on all of our practices,” said Ron Brock, managing director, Sheaff Brock Investment Advisors. “TD AMERITRADE's national conference has always been one of our ‘can’t miss’ events, and this year's conference proved to be even more so. With its line up of topical speakers, useful breakout sessions, exhibitors and service providers, it’s hard to imagine a conference more focused and helpful to an advisor’s practice.”

Conference highlights included:

- Keynote addresses from notable speakers including Karl Rove, former deputy chief of staff to former President George W. Bush; General Wesley Clark, former NATO supreme allied commander; and T. Boone Pickens, founder and chairman, of BP Capital Management, who discussed the current market environment and the “Pickens Plan” for energy independence;
- A TD AMERITRADE Institutional-commissioned survey showing that 60 percent of RIAs reported new client growth over the last six months; and
- Demonstrations of the new Veo® Next Generation platform, highlighting the latest enhancements to help advisors increase productivity and efficiency. Veo®

Next Generation was built in collaboration with advisors to deliver the technology they need in a difficult business environment.

**About TD AMERITRADE Institutional**

TD AMERITRADE Institutional is a leading provider of comprehensive brokerage and custody services to nearly 5,000 fee-based, independent Registered Investment Advisors and their clients.<sup>1</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 TD AMERITRADE Holding Corporation**

TD AMERITRADE Holding Corporation, through its brokerage subsidiaries,<sup>2</sup> provides a dynamic balance of investment products and services that make it the investment firm of choice for millions of retail investors and independent registered investment advisor clients. Listed by *Forbes* as one of America's best big companies, the Company offers a full spectrum of investment services, including a leading active trader program, intuitive long-term investment solutions and a national branch system, as well as relationships with one of the largest independent RIA networks.<sup>3</sup> 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 Institutional, Division of TD AMERITRADE, Inc., member FINRA ([www.FINRA.org](http://www.FINRA.org)) / SIPC ([www.SIPC.org](http://www.SIPC.org)).

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<sup>3</sup>More information on the Forbes award is available at [www.forbes.com/platinum](http://www.forbes.com/platinum).