



FOR IMMEDIATE RELEASE

At the Company

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**TD AMERITRADE INSTITUTIONAL PUTS ADVISORS ON THE
FAST TRACK TO INDEPENDENCE**

New Business Evaluator Tool Takes the Guesswork out of Joining or Starting an RIA Firm

Omaha, Neb., Sept 17, 2009 –TD AMERITRADE Institutional, a division of TD AMERITRADE Holding Corporation (NASDAQ: AMTD), has seen the number of advisors interested in joining or starting a Registered Investment Advisor (RIA) firm double from 720 in 2008 to more than 1,500 in 2009. Advisors considering a move to TD AMERITRADE Institutional represent nearly \$160 billion in assets. With the launch of the new Business Evaluator tool, TD AMERITRADE Institutional offers this growing number of advisors in transition a powerful combination of industry experience and advanced technology. Developed in cooperation with ActiFi¹, Business Evaluator is an intuitive Web-based program designed to help take the financial and emotional uncertainty out of the decision to join or start an RIA firm.

“More advisors are looking for transition support as the equity market and business environment improves and brokers gain more confidence to approach their clients about leaving full-commission wirehouses. In fact, we’ve seen a 24 percent increase in the number of breakaway brokers joining TD AMERITRADE in just the first six months of the year,” said Tom Bradley, president, TD AMERITRADE Institutional. “Now is the time to go independent, and Business Evaluator is the tool to help advisors get there.”

Business Evaluator allows advisors to compare business models, estimate expenses, identify their motivations and strengths and ultimately design a customized action plan to ease the transition to independence. Based on an advisor’s unique situation, they will receive a personalized assessment comparing the potential economic opportunity of different affiliation options, including wirehouse representative, affiliation with an independent broker-dealer or full independence as a registered investment advisor. Along with the support of TD AMERITRADE Institutional’s experienced transition consultants, Business Evaluator can help advisors move from exploring the RIA model to implementing a business change.

“Advisors want the financial rewards of going independent and the freedom to do what’s in the best interest of their clients, but they often don’t know what’s involved with transitioning to a new business model or where to begin,” said Spenser Segal, CEO of ActiFi. “Business Evaluator is a first-of-its kind interactive, easy-to-use tool that provides advisors an objective look at the bottom line so they can make educated decisions about their future career path.”

Business Evaluator complements TD AMERITRADE Institutional’s full suite of programs available to advisors who are interested in either joining an existing RIA firm or starting their own independent practice. Use of the Business Evaluator tool is free to advisors who are interested in learning more about TD AMERITRADE Institutional. Advisors who would like to speak with a transition consultant about a demonstration can call 1-800-444-6100.

Additional transition and practice management resources include:

[AdvisorLink](#) - An advisor referral and matching program designed in conjunction with ECHELON Partners to bring together investment professionals who are looking to sell, merge or expand their practice.¹

[Solutions Consultants](#) - Experienced team members who understand the business needs of independent RIAs - including technology and practice management. They assist advisors in determining their technology needs, office setup, and train staff in how to work efficiently with TD AMERITRADE Institutional.



Dedicated Account Transfer Team - For qualified advisors², this group of knowledgeable associates will oversee every aspect of account transfers, making it as quick, smooth and hassle-free as possible.

Strategic Relationships - TD AMERITRADE Institutional has established alliances with a host of third-party technology and service providers to address advisors' practice management needs from compliance services to executive office space, hardware vendors to software vendors and more.

Technology Support

Veo[®] - Veo is TD AMERITRADE Institutional's premier web-based advisor platform - built specifically to meet the needs of independent financial advisors. Veo offers what advisors will need to manage and grow a successful business.

Technology Affinity Program - TD AMERITRADE Institutional has established strategic relationships for advisors to take advantage of the following types of systems and services: Portfolio Rebalancing, Portfolio Management Systems, Contact Management Systems, Financial Planning Solutions, Hardware, Security, Trade Order Management and Software.

iRebal - iRebal, the Intelligent Rebalancer, is a rules-based application that automates the generation of trade tickets for multiple account (family-level) portfolio rebalancing, cash management and tax loss harvesting.³

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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.⁴ 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. For more information, please visit www.tdainstitutional.com.

About TD AMERITRADE Holding Corporation

TD AMERITRADE Holding Corporation, through its brokerage subsidiaries,⁵ 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 platform⁶ 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.

About ActiFi

ActiFi™ works with financial advisory practices and institutions that serve advisors to alter the economics of delivering world-class advice. By implementing proven people, process, and technology solutions, ActiFi's clients run more effective and profitable businesses with results that scale over time. Ranked by Inc. Magazine as the 29th fastest growing company in the financial services industry, Minneapolis, MN based ActiFi offers a suite of consulting solutions, customized technology tools, and implementation services that ultimately help firms build great businesses. Learn more at www.actifi.com.⁷

¹TD AMERITRADE, ActiFi and ECHELON Partners are all separate and unaffiliated and are not responsible for one another's services and policies. Access to the Business Evaluator and AdvisorLink programs 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 are they 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.

²Minimum asset qualifications apply. Contact TD AMERITRADE Institutional for more details.

³iRebal products and services property of ThinkTech, Inc., an affiliate of TD AMERITRADE, Inc., member FINRA/SIPC.

⁴TD AMERITRADE Institutional, Division of TD AMERITRADE, Inc., member FINRA/SIPC.

⁵TD 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).

⁶thinkorswim 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.

⁷More information on the Inc. 5000 recognition is available at www.inc5000.com