



**FOR IMMEDIATE RELEASE**

For Media:  
Kristin Petrick  
Communications and Public Affairs  
(402) 574.6569  
kristin.petrick@tdameritrade.com

**TD AMERITRADE INSTITUTIONAL WILL HOST TWO U.S. PRESIDENTS AND  
FINANCIAL INDUSTRY LUMINARIES AT 2010 NATIONAL CONFERENCE**  
*Event Expected to Draw the Largest Advisor Audience in Conference History*

**Jersey City, N.J., Jan. 6, 2009** – TD AMERITRADE Institutional, a division of TD AMERITRADE Holding Corporation (NASDAQ: AMTD), announces the keynote line-up for the 14th annual National Conference will include Presidents Bill Clinton and George W. Bush, who will appear together for a special keynote presentation. Fred Tomczyk, president and chief executive officer of TD AMERITRADE, Tom Bradley, president of TD AMERITRADE Institutional, W. Edmund Clark, chief executive officer of TD Bank Financial Group and Don Drummond, senior vice president chief economist of TD Bank will offer insights on the financial services landscape. In addition to financial industry leaders, TD AMERITRADE will host business leadership guru Patrick Lencioni and Super Bowl MVP and “Fox NFL Sunday” commentator Terry Bradshaw.

Scheduled to take place at the [Rosen Shingle Creek Resort](#) in Orlando, Fla., Feb. 3-6, 2010, the [2010 National Conference](#) brings together industry thought leaders and top registered investment advisors (RIAs) from across the country. In addition to professional expertise on industry trends and outstanding networking opportunities, attending advisors can benefit from practice management workshops, all designed to help RIAs take their businesses to the next level. The conference [agenda](#) begins with pre-conference events on Wednesday, Feb. 3 and concludes Saturday, Feb. 6.

“Today’s wealth management industry is rapidly changing. As a result, independent advisors need to find ways to gain a competitive edge,” said Tom Bradley, president, TD AMERITRADE Institutional. “At this year’s event, financial professionals will have the opportunity to learn new ways to evolve their businesses and hear from financial industry visionaries. We are excited to host such distinguished speakers and offer advisors an insightful and entertaining event focused on issues impacting their businesses.”

- Presidents [Clinton](#) and [Bush](#) will share their unique perspectives on leadership in an hour-long discussion. The conversation between the former presidents will be moderated by Bradley on Thursday, Feb. 4, 2010.
- [Tomczyk](#) will offer perspective on the financial services industry and the impact of the current economy on investors.
- In addition to moderating the presidential keynote presentation, [Bradley](#) will reflect on pivotal events of the past year and give his perspective on the future of financial advice and the RIA industry.
- [Clark](#) will share his thoughts about the stability of the global banking system.
- [Drummond](#) will discuss analysis and trends on U.S. and global economic policies and performance.
- [Lencioni](#) will discuss business leadership and strategies for building a winning team.
- [Bradshaw](#) will share his game plan for scoring big in business.



Advisor workshops are scheduled on the topics most vital to an advisor's business, with five breakout tracks to choose from:

- Run My Business - Operational Efficiency, Technology, Trading Strategies
- Maximize My Business - Business Development, Growth, Marketing, Mergers and Acquisitions, Referrals, Human Capital, Roadmap Solutions
- Manage My Client's Wealth - Investment Solutions, High Net Worth Insight, Investment Products and Planning
- Build My Retirement Business - Best Practices for Retirement Plans, 401(k), Plan Sponsor Insight
- Gain a Stronger Voice - Advocacy, Regulatory, and Risk Management

Expected to be the largest ever, the event will showcase the strength of both the RIA industry and TD AMERITRADE Institutional, while providing advisors unprecedented access to the former presidents and a full agenda of professional development opportunities. Last year's conference welcomed more than 1,700 attendees.

**To register for the conference, please visit [www.tdainstitutional.com](http://www.tdainstitutional.com).  
(Media representatives should register as a member of the press.)**

#### **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.<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. [www.tdainstitutional.com](http://www.tdainstitutional.com)

#### **About TD AMERITRADE Holding Corporation**

TD AMERITRADE Holding Corporation, through its brokerage subsidiaries,<sup>2</sup> combines innovative trading technology, easy-to-use and understand tools, investment 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 platform<sup>3</sup> and the Investtools investor education program, TD AMERITRADE provides millions of retail investors, traders and independent registered investment advisors with the tools, service and support they need to help build confidence in today's rapidly-changing market environment. For more information and resources for journalists, please visit the TD AMERITRADE newsroom at [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> 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.