



FOR IMMEDIATE RELEASE

At the Company
Kristin Petrick
Communications and Public Affairs
(402) 574-6569 (office)
Kristin.petrick@tdameritrade.com

**TD AMERITRADE INSTITUTIONAL ROADMAP™ PROGRAM
PAYS OFF FOR ADVISORS**
Advisors Add Assets and Accounts Through Coaching and Consulting

Jersey City, NJ, December 16, 2009 - Sixty percent of independent advisors participating in TD AMERITRADE Institutional's Roadmap™ consulting program report assets or accounts are up in the first six months of implementing a plan. On average, these advisors doubled the number of new accounts or added four times as many assets compared to the six months prior to starting the program. TD AMERITRADE Institutional, a division of TD AMERITRADE, Inc., the broker/dealer subsidiary of TD AMERITRADE Holding Corporation (NASDAQ: AMTD), has produced nearly 2,500 Roadmap plans for more than 700 independent advisors since the program launched a year ago.

Developed by ActiFi¹, a leading third-party financial services consultancy and introduced exclusively and at no cost to advisors who custody with TD AMERITRADE Institutional, Roadmap is an innovative online planning tool that helps financial advisors translate their high-level business objectives into action plans.²

“The results from our initial consulting work with advisors clearly show the Roadmap delivers straightforward solutions to everyday business challenges and helps advisors focus on the big picture,” said Tom Bradley, president, TD AMERITRADE Institutional. “The success of this program is the result of a powerful structure of goal-setting, follow-up and follow-through. Not only are we able to provide advisors with an actionable plan for improving their businesses, consultants are available to track an advisor’s progress and offer ongoing guidance to ensure the plan is executed.”

Roadmap simplifies the business planning process by clearly defining goals, strategies and tactics, setting timelines and assigning tasks to staff members. Advisors and their TD AMERITRADE Institutional consultants then use the Roadmap Accountability Dashboard to monitor progress, and continually adapt plans and create new strategies as tasks are accomplished. Firms who have achieved success include:³

- Wolf Group Capital Advisors, formerly RDL Financial, a \$120 million firm, improved lead generation processes and added \$45 million in asset management opportunities in three months after implementing their customized Roadmap
- Iron Capital Advisors, a \$4 billion firm, dramatically improved efficiency by reducing the time dedicated to rebalancing and fee processing from 24 hours to 4 hours per quarter
- JNBA Financial Advisors, a \$290 million firm, with a previously empty sales pipeline, is now adding \$48 million in net new assets since implementing their customized Roadmap



The top goals identified by participating advisors overwhelmingly focus on business growth (40 percent) and productivity (35 percent). Other goals include increasing client and employee satisfaction (8 percent) and reducing business risk (6 percent).

“This program can help advisors create additional value within their practices and achieve the vision they have for their business,” said George Tamer, director, TD AMERITRADE Institutional. “Advisors want and need business consulting and guidance on how to run an efficient business. Roadmap provides advisors with best-practice solutions, yet each path is unique to a firm’s specific objectives and strategies.”

Soon advisors will be able to track and compare their progress against peers with the help of a new Roadmap benchmarking tool. More information on TD AMERITRADE Institutional is available at www.tdainstitutional.com.

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About TD AMERITRADE Institutional

TD AMERITRADE Institutional is a leading provider of comprehensive brokerage and custody services to more than 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.

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 brokerage and dynamic 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 and ActiFi are separate and unaffiliated and are not responsible for one another’s services and policies.

²Access to Roadmap 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 by third-party firms or for the quality of any third-party firm’s product or service. TD AMERITRADE and ActiFi, Inc. are separate, unaffiliated companies and are not responsible for each other’s services and policies.

³Advisors have not received remuneration for participation in providing these results and testimonials. Advisor testimonials may not represent the experience of all advisors using TD AMERITRADE brokerage services. Results for each advisory firm will vary. The advisors mentioned are not affiliated with TD AMERITRADE Institutional. More information about the advisors is available on the SEC website (www.sec.gov).



⁴TD AMERITRADE Institutional, Division of TD AMERITRADE, Inc., member FINRA (www.finra.org) / SIPC (www.sipc.org).

⁵TD AMERITRADE, Inc., member FINRA (www.finra.org) /SIPC (www.sipc.org), TD AMERITRADE Clearing, Inc., member FINRA/SIPC, and thinkorswim, Inc., member FINRA(www.finra.org)/SIPC(www.sipc.org)/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 for ActiFi, Inc. is available at www.inc5000.com.

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