



FOR IMMEDIATE RELEASE

At TD AMERITRADE

Jim Frawley
Communications and Public Affairs
(201) 369-8779
james.frawley@tdameritrade.com

At Placemark Investments

Jeff Picozzi
Media Relations
(781) 371-4000 ext. 3223
jeff.picozzi@placemark.com

**TD AMERITRADE INSTITUTIONAL TO PROVIDE
UNIFIED MANAGED ACCOUNT PROGRAM**

Teams with Placemark Investments to bring customized and turnkey solutions to the Independent Advisor marketplace

Jersey City, NJ, December 10, 2008 – (Nasdaq: AMTD) TD AMERITRADE Institutional announced today the upcoming launch of a new Unified Managed Account (UMA) program utilizing the third-party overlay portfolio management capabilities of Placemark Investments.¹ The program is designed to offer RIAs a quick and efficient way to provide customized wealth management solutions in a single product. UMAs allow advisors to incorporate separate account strategies, mutual funds and ETFs into one single account registration.

“We strongly believe in the development of products that allow independent advisors to provide innovative wealth management solutions to their clients,” said Brian Stimpfl, managing director, TD AMERITRADE Institutional. “This will allow us to deliver a sophisticated managed account platform to advisors, including tax management, asset transition analysis and sleeve-level performance reporting.”

Advisors will be able to access fixed models and allocations based on research by Capital Market Consultants (CMC), a leading third-party provider of investment research and manager due diligence. A unique “flex” capability will allow advisors to change model allocations and replace specific managers or funds based on their client’s needs. Advisors will also have freedom to select and configure investment vehicles and allocations based on their own strategies.

Randy Bullard, Executive Vice President with Placemark Investments, said, “Fee-based accounts offer advisors tremendous opportunities when dealing with high-net worth investors and families. The TD AMERITRADE Institutional platform, combined with Placemark’s overlay management capabilities, provides state-of-the-art product and feature integration required by leading financial advisors.”

TD AMERITRADE will launch the new comprehensive UMA program in early 2009. It will include a robust product roster and web-based tools including rebalancing and cash management functions. RIA’s can participate in demonstrations from February 4-7, 2009 at TD AMERITRADE Institutional’s national conference in Las Vegas, NV. For more information on TD AMERITRADE Institutional, please visit www.tdainstitutional.com.



AMTD-G

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.² 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,³ provides a dynamic balance of investment products and services that make it the investment firm of choice for millions of retail investor 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.⁴ The Company's common stock trades under the ticker symbol AMTD. For more information, please visit www.amtd.com.

¹Access to Unified Managed Account program investment managers 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, Inc., Placemark Investments and CMC are all separate unaffiliated companies and are not responsible for each other's policies or services.

²TD AMERITRADE Institutional, Division of TD AMERITRADE, Inc., member FINRA (www.finra.org) / SIPC (www.SIPC.org).

³TD AMERITRADE, Inc., member FINRA/SIPC, receives clearing and custodial services from TD AMERITRADE Clearing, Inc., member FINRA/SIPC. TD AMERITRADE, Inc. and TD AMERITRADE Clearing, Inc. are subsidiaries of TD AMERITRADE Holding Corporation.

⁴More information on the Forbes award is available at www.forbes.com/platinum.