

FOR IMMEDIATE RELEASE

At the Company

Kristin Petrick

Corporate Communications

(402) 578-8182

kristin.petrick@tdameritrade.com

**TD AMERITRADE INSTITUTIONAL LAUNCHES NEW TECHNOLOGY FOR
ADVISORS, BY ADVISORS**

*Advisor collaboration leads to key enhancements and improved efficiency
and performance of Veo[®] Platform*

Omaha, Neb. Feb. 5, 2009 – TD AMERITRADE Institutional’s new Veo[®] Next Generation platform was built in collaboration with advisors to deliver the technology they need in a difficult business environment. Advisors provided critical input and feedback in the development of Veo Next Generation functionality. As a result, the new technology offers advisors an easier and more streamlined way of doing business.

“Working smarter and faster has never been more important than it is today,” said Jon Patullo, Director of TD AMERITRADE Institutional’s Technology Platform Management. “Advisor input is critical and we continue to listen to advisors and use feedback to provide flexible, customizable technology to help them work more efficiently and provide an improved online experience.”

This release of Veo Next Generation is the first in a series of enhancements to the TD AMERITRADE Institutional technology platform. Veo Next Generation combines the best features of several legacy platforms and advisor design suggestions. By consolidating to a single technology platform, TD AMERITRADE Institutional can offer advisors new products and services more efficiently and allow more flexibility for future product additions.

“Not only can we deliver new technologies faster, but the user experience is better too,” said Patullo. “Our technology team spent time observing advisors as they actively used the platform. Based on those collaborative sessions, we made the site more intuitive. For instance, the site was enhanced to add more flexibility in customizing views for client account information based directly on advisor feedback.”

Nearly 1300 advisors have experienced the new platform, which boasts a long list of key enhancements. Some of the functionality changes include real-time account views which allow advisors to see real-time positions, balances and history for client accounts. Advisors will also see immediate benefit from new features including the ability to move money on demand using electronic ACH account transfers. And a new account profile page gives advisors a more comprehensive view of client account information all in one place.

In addition to the account changes, trading functionality is more streamlined. For example, a redesigned trading interface gives users the ability to create multiple trades on a single screen. Trading is closely integrated throughout the site. For example, advisors can select multiple positions and submit trades for them all at once.

Other key trading features include:

- Simplified Order Entry
- New Blotter Functionality
- Express Trading
- Expanded order details
- Exporting Trade Data
- Enhanced Order status
- Redesigned block trade allocation functionality

Advisors can expect more enhancements throughout the coming year including innovative security tools to help safeguard client assets, consolidated tax forms, complex options trading and the integration of Amerivest, a portfolio allocation service.¹ The migration process began in January. Advisors will be transitioned from Veo to Veo Next Generation over a six-month period. We expect the new platform to be available to all advisors by summer of 2009.

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.

¹Amerivest is an investment advisory service of Amerivest Investment Management, LLC, an SEC-registered investment advisor, available to RIAs on a sub-advisory basis. Brokerage services provided by TD AMERITRADE, Inc. TD AMERITRADE, Inc. and Amerivest Investment Management, LLC are both wholly owned subsidiaries of TD AMERITRADE Holding Corporation. Amerivest is a trademark of TD AMERITRADE IP Company, Inc.

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.