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TD Ameritrade Institutional Hosts Political Power Players and Financial Industry Influencers at 2011 National Conference

Advisors will hear from former British Prime Minister Tony Blair and White House Fiscal Commission Co-Chairs Erskine Bowles and Alan Simpson

JERSEY CITY, N.J., Jan. 5, 2011 – TD Ameritrade Institutional, a division of TD Ameritrade, Inc., a subsidiary of TD Ameritrade Holding Corporation (NASDAQ: AMTD), announces that the keynote speaker lineup for the 15th annual [National Conference](#) will include political heavyweights Tony Blair, former British Prime Minister, and Erskine Bowles and Alan Simpson, National Commission on Fiscal Responsibility and Reform co-chairmen. Fred Tomczyk, president and chief executive officer of TD Ameritrade, Tom Bradley, president of TD Ameritrade Institutional, Craig Alexander, senior vice president and chief economist of TD Bank, and Jeremy Siegel, Wharton professor of finance, will offer insight on the financial services landscape. In addition to financial industry leaders, TD Ameritrade Institutional will host famed photographer Dewitt Jones, who will offer a creative approach to achieving one's business vision.

Taking place in San Diego, Calif., at the [Manchester Grand Hyatt](#) from February 2-5, 2011, the conference brings together industry thought-leaders and top independent 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 specifically meet the needs of independent RIAs. The [conference agenda](#) begins with pre-conference events on Wednesday, Feb. 2 and concludes Saturday, Feb. 5.

"We are excited to bring such a diverse and distinguished group of thought leaders to our national conference stage and offer advisors this unique opportunity to hear their perspectives on global issues impacting their businesses," said Tom Bradley, president of TD Ameritrade Institutional. "As we enter a new decade, RIAs continue to grow and play an increasingly important leadership role within the financial services industry. With in-depth presentations and networking opportunities, the event aims to provide the practical resources and tools RIAs need to expand their knowledge and thrive in a dynamic business environment."

- Tony Blair will offer his unique perspective on the challenges and opportunities facing the financial services industry, our nation and our world. Blair will offer an unparalleled analysis of the world's most difficult and complex issues, including globalization, the Middle East peace process and climate change.
- Former U.S. Senator Alan Simpson (R-WY) and former White House Chief of Staff Erskine Bowles, co-chairmen of President Obama's National Commission on Fiscal Responsibility and Reform, will discuss their views on the politics of the deficit and debt problem and provide highlights from their proposed federal debt reduction plan.
- Tomczyk and Bradley will offer perspectives on the financial services industry and the impact of the current economy on investors and RIAs.

- Siegel will share his insight on today's financial news and his perspective on what may be ahead for not only advisors but also for investors and business.
- Alexander will discuss analysis and trends on U.S. and global economic policies and performance.
- Jones will offer a creative take on leadership and vision through the lens of a *National Geographic* photographer.

This year's event will focus on the strength of the RIA industry and the broad range of services and programs available through TD Ameritrade Institutional to help RIAs gain a competitive edge in the marketplace. Advisors in attendance can benefit from more than 60 professional development sessions, including topics on practice management, advanced portfolio strategies and advisor technology.

To learn more about the conference and TD Ameritrade Institutional, please visit www.tdaconferences.com, call 800-934-6124 or email institutionalsales@tdameritrade.com.

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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.¹ 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.

TD Ameritrade Holding Corporation, through its brokerage subsidiaries,² 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 technology³ 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.

TD Bank Financial Group has an ownership interest in TD Ameritrade Holding Corporation.

¹ TD Ameritrade Institutional, Division of TD Ameritrade, Inc., member FINRA/SIPC/NFA.

² TD Ameritrade, Inc., member FINRA (www.finra.org) /SIPC (www.sipc.org) /NFA (www.nfa.futures.org) and TD Ameritrade Clearing, Inc., member FINRA/SIPC.

³ thinkorswim, prior to joining TD AMERITRADE, earned 4.9 stars, the top score, in the category "Trading Technology," and was rated #1 overall online broker in *Barron's* ranking of online brokers, 3/15/2010. thinkorswim was evaluated versus others in eight total categories, including trade experience, trading technology, usability, range of offerings, research amenities, portfolio analysis and reporting, customer service and education and costs. thinkorswim topped the list in 2006, 2007, 2009 and 2010 with the highest weighted-average score. *Barron's* is a registered trademark of Dow Jones & Company © 2006-2010.