



## **IMMEDIATE RELEASE**

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### **TD Ameritrade Institutional and The Foundation for Financial Planning Announce Matching Donation Program to Provide Financial Planning Assistance to Americans in Need**

**San Diego Calif.**, Feb. 3, 2011 -- The Foundation for Financial Planning (the "Foundation") and TD Ameritrade Institutional, a division of TD Ameritrade, Inc., a subsidiary of TD Ameritrade Holding Corporation (NASDAQ: AMTD), today announced that for every dollar that individual financial planners and investment advisors contribute to the Foundation to support pro bono financial advice for Americans in need, TD Ameritrade Institutional will match their contributions, up to a total of \$1 million.

The pledges and matching contributions will help the Foundation in their ongoing support of a wide range of projects across the U.S. that offer free financial advice to non-profit groups serving those not traditionally served by the marketplace, including low-income families, high school students, military personnel and victims of disasters.

"In today's challenging economic times, many people are struggling to deal with a range of financial issues, including managing spending, reducing debt, the sudden loss of the family's wage-earner, funding retirement and college, as well as teaching children to be financially responsible," said Tom Bradley, president of TD Ameritrade Institutional. "As a leader in the financial services industry, we embrace this opportunity to help improve the financial lives of underserved individuals and to further support the advisor community with their charitable efforts."

"We are thrilled to have the support of such an outstanding financial services company," said James A. Peniston, executive director of the Foundation for Financial Planning. "TD Ameritrade has shown its commitment to helping the underserved for many years and we are pleased to enter into this alliance and to welcome Tom Bradley as a member of our board of directors."

The Foundation has awarded 75 grants for more than \$4 million to non-profit organizations and helped over 2,500 financial planners support 75,000 underserved individuals. In addition, it has helped 50,000 former military personnel with financial planning upon returning from service in Afghanistan and Iraq.

To make a pledge to the Foundation for Financial Planning, call 770- 938-1110, or visit [www.foundation-finplan.org](http://www.foundation-finplan.org).



## About the Foundation for Financial Planning

The Foundation is a nonprofit organization whose mission is to help people take control of their financial lives by connecting the financial planning community with people in need. Governed by a volunteer board of financial planning and industry leaders, the Foundation has awarded 75 grants totaling more than \$4 million to non-profit organizations reaching those generally not served by the market. Through funding grants that are scalable, a number of support materials have been developed to assist financial planners and advisors in their pro bono work within their communities.

## 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.

## About TD Ameritrade Holding Corporation

TD Ameritrade Holding Corporation (NASDAQ: AMTD), through its brokerage<sup>2</sup> and education subsidiaries, combines innovative trading technology, easy-to-use and understand trading tools, investment services, investor education and superior client service to create a market-leading financial services experience. Home to *Kiplinger's* #1 online broker,<sup>3</sup> the award-winning thinkorswim trading technology,<sup>4</sup> and the respected Investools 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/SIPC/NFA.

<sup>2</sup> TD Ameritrade, Inc., member FINRA ([www.FINRA.org](http://www.FINRA.org)) /SIPC ([www.SIPC.org](http://www.SIPC.org)) /NFA ([www.nfa.futures.org](http://www.nfa.futures.org)), and TD Ameritrade Clearing, Inc., member FINRA/SIPC.

<sup>3</sup> TD Ameritrade was ranked #1 and received an overall score of 5 stars (tied for first place with one other broker), in the Kiplinger's Online Broker Ratings, *Kiplinger's Personal Finance*, 02/2011. Fourteen brokers were rated in the categories: Costs, Web site usability, Investment choices, Customer service, and Research and tools.

<sup>4</sup> 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.

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