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MEDIA CONTACT:

Kristin Petrick
Communications & Public Affairs
(402) 574.6569
kristin.petrick@tdameritrade.com

**TD AMERITRADE INSTITUTIONAL LAUNCHES NEW ADVISOR EDUCATION PLATFORM; HIRES
DEAN OF EDUCATION TO LEAD INITIATIVE**

New online learning portal will offer powerful training tools for advisors and staff

San Diego, Calif. - Feb.3, 2011 – TD Ameritrade Institutional, a division of TD Ameritrade, Inc., a subsidiary of TD Ameritrade Holding Corporation (NASDAQ: AMTD) introduces TD Ameritrade Advisor Education, a comprehensive and customizable learning management system and knowledge center offering independent registered investment advisors (advisors) access to professional development resources, tools and content all in one convenient place. The new online education platform is designed to help advisors enhance their expertise and develop the skills and talents of key employees.

“As the business of providing advice continues to become more complex and competitive, advisors need to invest in professional development to enhance their staffs’ knowledge and skill sets to stay sharp in today’s changing market place,” said Jeff Rossi, director of human capital development & advisor education, TD Ameritrade Institutional. “Leveraging the human capital resources and expertise of TD Ameritrade Institutional, the education portal will be a key resource for advisors and we are pleased to be the first custodian in the industry to offer a formal, comprehensive advisor education program.”

The learning management system will allow advisors and their employees to access educational tracks in the areas of Investment and Planning Strategies, Practice Management, Technology, and Operations. And advisors are able to track staff learning activities, participation and progress. In addition to expanded education resources and tools, advisors have will have access to TD Ameritrade Institutional Solutions Consultants who can assist in the development of human capital strategies. This powerful combination of content, technology and experience creates one of the most robust and diverse advisor education platforms in the industry.

“Advisors need continued education to maintain credibility and add value for their clients. However, advisors are often paralyzed by disparate offerings and have difficulty assessing the quality of programs,” said Tess Kristensen, Dean of Advisor Education, TD Ameritrade Institutional. “By bringing best-in-class courses, tools and content all together in one place, and by leveraging our internal expertise developing human capital for our advisors’ benefit, TD Ameritrade Institutional demonstrates a commitment to helping RIAs gain easier access to educational resources, leading them on a clearer path to better learning.”

As the new Dean of Advisor Education, Kristensen will draw on her extensive experience in developing and managing corporate universities to deliver innovative educational programs and learning opportunities for advisors. “We are pleased to have Tess leading our educational effort. She is a seasoned learning professional with vast experience in the financial services industry helping advisors become better business people”, said Rossi.



Kristensen is responsible for the educational content available on the Advisor Education platform. Content can be searched through an online catalog and can be accessed through a variety of channels including computer-based training, whitepapers, webcasts and seminars. The education portal will be made available to advisors this quarter and is intended to continually evolve, with its future growth driven by advisors' needs.

Additional educational opportunities at TD Ameritrade Institutional

Advisor Peer Groups

Through organized peer groups, including the Advisor Transition Mentor Council, Advisor Panel and Operations Panel, independent advisors gain valuable insights and best practices to meet everyday business challenges.

Professional Development Events

TD Ameritrade Institutional plans to host and participate in more than 50 industry events in 2011, including premier professional development conferences such as TD Ameritrade Institutional's National Conference, Signature Series and Elite Advisor Conference. Through live events and online training sessions, independent advisors can access industry professionals, powerful tools, valuable information and opportunities to network with their peers.

Knowledge Library

Advisors have access to an online knowledge library of educational material, including white papers, guidebooks, industry research, surveys and TD Ameritrade Institutional's *Advisor Solutions* magazine. The knowledge library provides independent advisors industry information and insights on demand to apply in their daily business management.

<http://www.maximizemyriabusiness.com/knowledge/library>

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.

About TD Ameritrade Holding Corporation

TD Ameritrade Holding Corporation (NASDAQ: AMTD), through its brokerage¹ 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 broker², the award-winning thinkorswim trading technology³, 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.

¹ 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

² 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.

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.



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