



For Immediate Release

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TD Ameritrade Institutional Launches iPad® Application for Advisors *Veo® Mobile for iPad gives advisors the freedom to run their business anywhere*

Jersey City, N.J. – April 11, 2011 – Advisors that custody with TD Ameritrade Institutional can now access critical market and client account information on the go with the new Veo Mobile App for iPad. TD Ameritrade Institutional, a division of TD Ameritrade, Inc., a brokerage subsidiary of TD Ameritrade Holding Corporation (NASDAQ: AMTD) has combined the power of its trading and account management platform, Veo, with the freedom of mobile.

With Veo Mobile for iPad, advisors can access client account details including balances, transactions and client profile information as well as real time market data, news and alerts. Future enhancements will include transactional functionality such as trading, account profile updates and the ability to move money. Advisors who custody assets with TD Ameritrade Institutional can download Veo Mobile for iPad free from the App Store or via iTunes™ at www.itunes.com/appstore.

“Veo Mobile for iPad is specifically designed to take advantage of the iPad’s sleek design, touch screen display and intuitive interface, delivering a high-performance user-friendly experience advisors have come to expect from TD Ameritrade Institutional,” said Jon Patullo, director, technology product management, TD Ameritrade Institutional. “Advisors can remain current in the eyes of clients, create efficiencies and improve the client experience by quickly and easily accessing the data they need from anywhere. Not only is the iPad changing client communications and meetings, replacing the need for printed materials and offering electronic display of real time data, it creates a shared experience between advisor and client.”

The launch of mobile technology is key to achieving TD Ameritrade Institutional’s vision for the future advisor workstation— an open architecture technology platform that will allow advisors to work anytime, anywhere and with the technology providers they choose. Through TD Ameritrade Institutional’s open architecture approach, third-party technology providers will be able to exchange information with Veo, giving advisors the ability to access critical information from various applications, such as their existing customer relationship management, financial planning and portfolio management systems. Veo’s open access capabilities will allow disparate systems to “talk” to each other or exchange information on multiple devices including the iPad.

“While Veo Mobile for iPad frees advisors from their desks and keeps them connected to critical information, the introduction of mobile technology is just part of the advisor office evolution,” said Patullo. “By allowing multiple advisor technology providers to integrate with Veo, we are making a customizable mobile workstation a reality for advisors.”

TD Ameritrade Institutional has plans to introduce Veo Mobile for additional devices such as smart phones (including the iPhone), tablets and alternative operating systems.

For more information, visit www.tdainstitutional.com/veomobile or call Technology Services at 800-431-3500, option 3.

About TD Ameritrade Institutional

TD Ameritrade Institutional¹ is a leading provider of comprehensive brokerage and custody services to over 4,000 fee-based, independent registered investment advisors and their clients. 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

For more than 36 years, TD Ameritrade Holding Corporation (NASDAQ: AMTD) has been in the business of serving individual investors – either directly or through a network of independent registered investment advisors. Through its brokerage² and education³ subsidiaries, TD Ameritrade combines innovative trading technology, easy-to-use [trading tools](#), investment services and education, and superior client service to create a market-leading financial services experience. Home to *Kiplinger's* #1 online broker⁴, *Barron's* #1 online broker for "Options Traders"⁵, 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.

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

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

³Investtools, Inc. is an education subsidiary of TD Ameritrade Holding Corporation. Investtools does not provide financial advice and is not in the business of transacting trades. Investtools, Inc. and TD Ameritrade, Inc. are separate but affiliated companies that are not responsible for each other's services or policies.

⁴TD 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.

⁵TD Ameritrade was awarded an overall 4 ½ out of 5 Stars and was named "Best for Option Traders" in *Barron's* 2011 Online Broker Survey, 03/2011. TD Ameritrade also received the highest rating, 4 ½ out of 5 stars, in the "Best for Long-term Investing" category, sharing that rating with only one other broker. TD Ameritrade was evaluated versus 23 other online brokers 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. *Barron's* is a registered trademark of Dow Jones & Company © 2006-2011.

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