



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Jessica Taylor
Communications & Public Affairs
Office: (402) 574-6651/Cell: (402) 639-2098
jessica.taylor@tdameritrade.com

TD Ameritrade Institutional's New Options Market Center, a Powerful Trio of Technology, Expertise and Education

Options Market Center Workshop Series facilitates advisors' use of strategies to help protect and enhance client portfolios with options

Jersey City, N.J., Oct. 27, 2011 – Advisors looking to differentiate their business by utilizing options strategies in client portfolios will now have a unique resource to assist in implementing options strategies for their clients. TD Ameritrade Institutional, a division of TD Ameritrade, Inc. ("TD Ameritrade"), a brokerage subsidiary of TD Ameritrade Holding Corporation (NASDAQ: AMTD), announces Options Market Center, a one-stop shop that provides advisors with advanced trading software, options-related expertise and support, as well as an extensive options education program.

"Options trades by advisors are up 58 percent year over year at TD Ameritrade. While many advisors have embraced options strategies, others have been hesitant," said Jeff Chiappetta, managing director, institutional trading and fixed income at TD Ameritrade Institutional. "As investors become more sophisticated and competition among advisors grows, the need to differentiate and add value becomes even more important. The Option Market Center offers options educational workshops, as well as tools for advisors looking to grow their business with options strategies."

The Options Market Center features three distinct foundational tools to assist advisors when identifying, applying and executing option strategies for their clients:

Options Education Program

The Options Market Center provides an extensive options education program including online resources, webcasts and live one-day workshops held across the country. The workshop series addresses a wide-range of topics from the foundational concepts of trading options to the details of advanced options strategies. The courses also include information about how advisors can utilize various technologies to implement options strategies. The workshops provide advisors with the opportunity to earn eight Certified Financial Planner™ (CFP™) continuing education credits. In addition, online information modules that supplement the live workshops are available through the Advisor Education portal on Veo®.

Technology: thinkpipes®, a powerful, flexible trading application

Advisors interested or currently engaged in options trading will have access to thinkpipes to trade all strategies ranging from basic to complex. thinkpipes is a next-generation trading platform designed specifically for advisors looking to trade equities, ETFs and options, which is based on the advanced technology of the thinkorswim platform, from TD Ameritrade.

Expertise: The Strategy Desk

Advisors looking for options-related expertise and support can tap into a team of specialists on the Strategy Desk. These professionals help advisors manage risk, minimize portfolio volatility and potentially help enhance returns within their clients' portfolios. The Strategy Desk enables advisors to leverage the experience of our seasoned team to help understand the risks and potential benefits involved with using options.

"In today's uncertain market climate, clients are challenging advisors to explore new portfolio strategies as they look to protect assets while still focusing on enhancing their returns," said Tom Bradley, president,



TD Ameritrade Institutional. "As the use of options grows each year, it's important that we try to demystify these strategies so advisors are better able to communicate the opportunities, risks and considerations for incorporating options into their clients' portfolios."

The next Options Market Center Workshop will be hosted in Chicago Nov. 3 at the InterContinental Chicago. Additional workshops are scheduled throughout 2012. Advisors interested in registering for a workshop or learning more about the Options Market Center may call (800) 934-6124.

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. 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

Millions of investors and independent registered investment advisors (RIAs) have turned to TD Ameritrade's (NASDAQ: AMTD) technology, people and education to help make investing and trading easier to understand and do. Online or over the phone. In a branch or with an independent RIA. First-timer or sophisticated trader. Our clients want to take control, and we help them decide how - bringing Wall Street to Main Street for more than 36 years. An official sponsor of the 2012 U.S. Olympic Team, TD Ameritrade has time and again been recognized as a leader in investment services. Please visit TD Ameritrade's newsroom or www.amtd.com for more information.

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.

Options are not suitable for all investors as the special risks inherent to options trading may expose investors to potentially rapid and substantial losses. Options trading subject to TD Ameritrade review and approval. Please read [Characteristics and Risks of Standardized Options](#) before investing in options. Investors should consider contacting a tax advisor regarding the tax treatment applicable to options transactions.

Examples presented in workshop sessions are for educational and illustrative purposes only and are not a recommendation or solicitation to purchase or sell any specific security or product.

Transaction costs (commissions and other fees) are important factors and should be considered when evaluating any options trade.

Past performance of a security or strategy is no guarantee of future performance or investing success.

AMTD-G

###