

PRESS RELEASE

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TD Ameritrade Launches Commission-Free ETF Market Center

Over 100 Commission-Free ETFs Now Available for Long-term Investors

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Long-term investors now have access to more than 100 commission-free ETFs, TD Ameritrade, Inc., a subsidiary of TD Ameritrade Holding Corporation (NASDAQ: AMTD) announced today. The new [ETF Market Center](#), available to both retail investors and independent registered investment advisors (RIAs), includes a list of ETFs—from a variety of well-known providers—that have been evaluated and selected by investment consultants at Morningstar Associates, LLC, a registered investment advisor and unit of Morningstar.

“We worked with independent experts to create an objective list of ETFs focused on long-term investing. Morningstar Associates considered all ETF providers, and neither TD Ameritrade nor Morningstar Associates will receive any incentive from those firms, for inclusion on the list,” said Fred Tomczyk, president and chief executive officer of TD Ameritrade. “We’re taking a better and more client-focused approach to helping our clients build long-term portfolios.”

TD Ameritrade was among the first in its industry to make tools, content and educational information about ETFs available to retail investors in 2004. Since that time investor adoption of ETFs has grown considerably. While ETFs have been popular among active traders for some time, since early 2007 the firm has seen a 44% increase in long-term

investors who hold an ETF. Advisor usage of ETFs in client portfolios is on the rise as well. Nearly 80% of RIAs on the TD Ameritrade Platform actively use ETFs today, up 5% from just a year ago.

TD Ameritrade's new [ETF Market Center](#) includes a number of online ETF-focused enhancements, including a powerful ETF screener, ETF data and independent research and commentary from Morningstar, Inc. to help investors learn more about ETFs, determine whether ETFs fit their needs and create well-diversified, long-term portfolios.

"We want to help investors build long-term portfolios more cost effectively," Tomczyk continued. "We have a very popular no-transaction fee mutual fund offering, and as ETFs continue to grow in popularity and diversity, this was a natural progression for us. It's an incredible opportunity to help educate long-term investors about ETFs and portfolio diversification."

Once enrolled in the program, clients can buy and sell shares of the ETFs on the list commission free. Should a client sell an ETF purchased under the program and held less than 30 days, a short-term trading fee will be assessed.

For more information about TD Ameritrade's new ETF Market Center, visit www.tdameritrade.com.

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Before investing, carefully consider the investment objectives, risks, charges, and expenses involved. For a prospectus containing this and other important information, contact a [TD Ameritrade Client Services representative](#). Please read the prospectus carefully before investing.

ETFs are subject to risk similar to those of their underlying securities, including, but not limited to, market, sector or industry risks, and those regarding short-selling and margin account maintenance.

Past performance of a security does not guarantee future results or success.

Diversification does not eliminate the risk of experiencing investment losses.

About TD Ameritrade Holding Corporation

TD Ameritrade Holding Corporation (NASDAQ: AMTD), through its brokerage subsidiaries,⁽¹⁾ 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. Now home to the award-winning thinkorswim trading technology⁽²⁾ and the 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⁾ 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.

About Morningstar Associates, LLC

Morningstar Associates, LLC, a registered investment advisor and wholly owned subsidiary of Morningstar, Inc., is a premier provider of independent investment management and consulting services to institutions. It combines world-class resources, rigorous investment processes, and industry and product expertise to design innovative and custom solutions that best serve clients and investors. Morningstar Associates provides investment advisory services on more than \$51.9 billion as of June 30, 2010.

The list of commission-free ETFs selected by Morningstar Associates is subject to change without notice. Morningstar Associates does not warrant this information to be accurate, complete or timely. Morningstar Associates is not responsible for any damages or losses arising from the use of this information. Past performance is no guarantee of future results. Use of the list of commission-free ETFs by ETF Market Center users does not establish an advisory relationship with Morningstar Associates. Particular commission-free ETFs may not be appropriate



investments for all investors, and there may be other ETFs or investment options that are more suitable. Neither Morningstar Associates nor Morningstar, Inc. is affiliated with TD Ameritrade and its affiliates.