



For Media:
Kristin Petrick
Communications & Public Affairs
402-574-6569
kristin.petrick@tdameritrade.com

TD Ameritrade Institutional Expands Retirement Plan Solutions for Advisors and Third-party Administrators

Jersey City, N.J., Oct. 19, 2010 — TD Ameritrade Institutional, a division of TD Ameritrade, Inc., a broker-dealer subsidiary of TD Ameritrade Holding Corporation (NASDAQ: AMTD), announced plans to introduce new programs and services to help independent registered investment advisors (RIAs) and third-party administrators (TPAs) grow their retirement plan business and better meet the needs of plan sponsors.

As part of an ongoing expansion of services and support, independent retirement plan advisors, TPAs and recordkeepers will have access to a broader range of educational and business development resources available through TD Ameritrade Institutional and TD Ameritrade Trust Company, a non depository trust company subsidiary of TD Ameritrade Holding Corporation and a leading provider of unbundled trust and custodial services for retirement plans.

New corporate retirement plan solutions will include:

- A TPA referral network that offers a more efficient way to match RIAs growing their retirement plan business with qualified independent TPAs and recordkeepers. RIAs looking to provide financial advice to plan sponsors and plan participants are connected with leading TPAs who can assist with recordkeeping and administration. Participating TPAs and recordkeepers can receive new business development opportunities from a large network of independent advisors made up of more than 4,000 RIAs who custody assets with TD Ameritrade Institutional.
- A 401(k) educational program to assist independent RIAs in starting, growing and then managing their retirement plan practice. Through the 401(k) education program, RIAs can learn new ways to attract and retain retirement plan business. For the breakaway brokers that may be working with bundled providers, this program can provide the knowledge and tools they need to present the alternative of an unbundled approach to their clients.
- The expertise of a team of consultants dedicated to helping retirement plan advisors and TPAs grow their businesses. The Trust Business Development Team consolidates both retirement and advisor sales teams leading to greater coordination in uncovering opportunities for advisors and TPAs.
- The ability to manage Self-Directed Brokerage Accounts (SDBAs) within a retirement plan directly through Veo[®], TD Ameritrade Institutional's advisor trading platform. The new SDBA capability in Veo provides RIAs the ability to electronically trade securities, rebalance portfolios, deduct management fees and automatically download SDBA account information into their portfolio management and accounting systems, creating a more efficient means for managing their clients' SDBA assets.

These new programs enhance TD Ameritrade Institutional's current open architecture platform, which offers retirement plan advisors and their plan sponsor clients greater investment choice including thousands of mutual funds and fee transparency. The ability to choose service



providers and access a referral network allows advisors and TPAs to realize the full range of benefits of an unbundled solution.

“As RIAs look to deepen their offering by providing 401(k) plan solutions, they will also need to be prepared to navigate and capitalize on regulatory changes impacting the retirement plan industry,” said Skip Schweiss, president, TD Ameritrade Trust Company. “We will continue leading conversations and developing programs and tools to help retirement plan advisors take advantage of the regulatory shift toward full fee disclosure and a fiduciary standard of care, and help them understand and explain the benefits of an unbundled solution. For independent RIAs and TPAs on our platform, the benefit is that we are already there.”

“The 401(k) market represents a significant growth opportunity for advisors and our company as more individual investors and plan sponsors rely on wealth managers to provide advice in retirement plans,” said Matt Judge, director of wealth management solutions, TD Ameritrade Institutional. “The introduction of additional business development and educational programs reinforces our company’s commitment to provide comprehensive support and services for independent advisors involved in the retirement plan space.”

Upcoming Educational Opportunities

Webcast event: “How the Department of Labor Changes May Affect Your Retirement Plan Business”

Thursday, Dec. 16, 2010, 4:30 – 5:30p.m. (ET)

Panelist(s): Skip Schweiss, president, TD Ameritrade Trust Company and Managing Director of Advisor Advocacy & Industry Affairs at TD Ameritrade Institutional and Jason Roberts, Reish & Reicher

TD Ameritrade Institutional 2011 National Conference Feb. 2-5, 2011, San Diego, Calif.

Building on the success of the 2010 National Conference, TPAs, record keepers and RIAs will once again have the opportunity to network at one of the industry’s largest gatherings of advisors. The 2011 National Conference will include an expanded agenda with a full track devoted to corporate retirement plan opportunities and topics including regulation, growing your business and services offered through Corporate Retirement Plan Solutions.

www.tdaconferences.com

To learn more, call 866-827-5894 or visit www.tdacorporateservices.com.

About TD Ameritrade Trust Company

TD Ameritrade Trust Company is a wholly owned subsidiary of TD Ameritrade Holding Corporation offering asset custody, trust and comprehensive back-office support services to a wide range of plan types. We provide services to institutional clients through third-party administrators, recordkeepers and investment advisors.

About TD Ameritrade Institutional

TD Ameritrade Institutional is a leading provider of comprehensive brokerage and custody services to more than 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

TD Ameritrade Holding Corporation, through its brokerage subsidiaries,² combines innovative trading technology, easy-to-use and understand investment tools and services, investor education and superior client service to create a market-leading financial services experience. Now home to the award-winning thinkorswim trading technology³ and the Investools investor education program, TD Ameritrade provides millions of retail investors, traders and independent registered investment advisors (RIAs) with the tools, service and support they need to help build confidence in today’s rapidly changing market environment.



The Company's common stock trades under the ticker symbol AMTD. For more information, please visit www.amtd.com.

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

² 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.

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 score. *Barron's* is a registered trademark of Dow Jones & Company © 2006-2010.

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