



At the Company

For Media:
Christina Goethe
Communications and Public Affairs
(201) 369-8541
christina.goethe@tdameritrade.com

For Investors:
Jeff Goeser
Investor Relations
(402) 597-8464
jeffrey.goeser@tdameritrade.com

TD AMERITRADE Expands NTF Mutual Fund Offering To Include T. Rowe Price Investor Class Funds

Investors and independent investment advisors now have access to more no-transaction-fee funds to help build diversified portfolios

OMAHA, Neb., Aug 5, 2010 – As part of its commitment to providing investors with a broad selection of leading mutual funds, TD AMERITRADE, a brokerage subsidiary of TD AMERITRADE Holding Corporation (NASDAQ: AMTD), will now offer approximately 80 T. Rowe Price Investor Class funds with no transaction fee (NTF). TD AMERITRADE's robust platform of over 13,000 mutual funds includes nearly 1,700 NTF funds.

“Investors and independent investment advisors are increasingly turning to TD AMERITRADE as they seek to lower the cost of building a well-diversified portfolio,” said Lule Demmissie, managing director, investment products and retirement. “Our goal is to provide our clients with the information and tools they need to meet their investment objectives including reducing transaction costs and simplifying the fund selection process.”

Investment advisors can purchase T. Rowe Price Investor Class shares for their clients at no transaction-fee (NTF) through TD AMERITRADE's Veo[®] advisor platform. Retail investors can access a large selection of NTF funds through TD AMERITRADE's newly enhanced [Premier List](#), powered by Morningstar Associates, LLC. As part of an agreement with TD AMERITRADE, Morningstar Associates objectively evaluates and selects funds across more than 40 investment categories. The Premier List is designed to help investors quickly narrow the vast universe of mutual funds down to a short list of top performing¹, low-cost funds that may help meet their long-term investment objectives.

“The Premier List enhancements offer more precise investment categories, as well as advanced strategies and a wide array of retirement target date funds, making diversification even easier,” added Demmissie.

For a fresh look at your investment options, visit www.tdameritrade.com/refresh.

Before investing in any mutual fund, carefully consider the investment objectives, risks, charges and expenses involved. To obtain a prospectus containing this and other important information, please visit www.tdameritrade.com or call a TD AMERITRADE representative at 800-669-3900. Please read the prospectus carefully before investing.

Diversification does not eliminate the risk of experiencing investment losses.



(1) The TD AMERITRADE Premier List represents what professionals at Morningstar Associates believe to be the 'top performing' funds in each category, from the universe of no-load funds with minimums less than \$10,000 and open to new investors available on TD AMERITRADE's platform. Morningstar Associates' investment professionals are separate from Morningstar, Inc.'s fund analysts.

The mutual funds selected by Morningstar Associates for the Premier List have been derived from a universe of mutual funds made available through TD AMERITRADE. Both the universe of mutual funds defined by TD AMERITRADE and the Premier List are subject to change without notice. Particular mutual funds on the Premier List may not be appropriate investments for you under your circumstances, and there may be other mutual funds or investment options offered by TD AMERITRADE that are more suitable.

NTF mutual funds are no-load mutual funds for which TD AMERITRADE does not charge a transaction fee. NTF funds have other fees and expenses that apply to a continued investment in the fund and are described in the fund's prospectus. Some NTF funds are subject to a Short Term Redemption fee. This fee is in addition to any applicable transaction fees or fees addressed in the fund's prospectus.

About TD AMERITRADE Holding Corporation

TD AMERITRADE Holding Corporation (NASDAQ: AMTD), through its brokerage subsidiaries,⁽²⁾ 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⁽³⁾ 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.

(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.

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 nearly \$52 billion as of June 30, 2010.

About Morningstar, Inc.

Morningstar, Inc. is a leading provider of independent investment research in North America, Europe, Australia, and Asia. The company offers an extensive line of Internet, software, and print-based products and services for individuals, financial advisors, and institutions. Morningstar provides data on approximately 350,000 investment offerings, including stocks, mutual funds, and similar vehicles. The company has operations in 20 countries and minority ownership positions in companies based in two other countries.

Neither Morningstar Associates nor Morningstar, Inc. is affiliated with TD AMERITRADE and its affiliates.