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**TD AMERITRADE INSTITUTIONAL FALL REGIONAL CONFERENCE TO TAKE PLACE
OCTOBER 19 IN NEW YORK CITY**
Speaker lineup to include financial industry luminaries

Omaha, Neb. August 24, 2009 – TD AMERITRADE Institutional, a division of TD AMERITRADE Holding Corporation (NASDAQ: AMTD), will host its annual Fall Regional Conference on October 19, 2009, at the Grand Hyatt New York in New York City. The conference will help Independent Registered Investment Advisors (RIAs) address recent changes within the industry, with a particular emphasis on how to respond to specific challenges such as impending regulatory changes.

“This year’s conference lineup will provide advisors with the tools and insights they need to meet the challenges of today and give them a sense of what’s on the horizon,” said Tom Bradley, president of TD AMERITRADE Institutional. “There are significant growth opportunities for RIAs who are ready to take their businesses to the next level and our conference will help generate new ideas to get them started.”

Attendees will benefit from multiple workshops on topics ranging from wealth management, practice management, regulatory and compliance issues to technology, all designed specifically to help meet the needs of RIAs.

Keynote presenter and Yale University Senior Associate Dean, Dr. Jeffrey Sonnenfeld, will speak on the topics of leadership development and executive succession. Dr. Sonnenfeld offers a unique perspective as the founder of the Chief Executive Institute and frequently appears in business media where his research is regularly cited.

TD AMERITRADE Institutional’s Fall Regional Conference will allow you access to some of the industry’s leading experts including:

- **Tom Bradley, president, TD AMERITRADE Institutional**
- **Dr. Jeffrey Sonnenfeld, senior associate dean executive programs, Yale University**
- **Michael Santoli, senior editor, *Barron’s***
- **Beata Caranci, director of economic forecasting, TD Bank Financial Group**

Fiduciary and Regulatory Reform panelists:

- **Blaine Aikin, president and CEO, fi360**
- **Duane Thompson, managing director, Financial Planning Association**
- **David Blass, special counsel, Willkie, Farr & Gallagher;**
former assistant director, SEC Division of Investment Management
- **Moderated by Brian Stimpfl, managing director, advisor advocacy & industry affairs,**
TD AMERITRADE Institutional

ADVISOR REGISTRATION:

For more information on TD AMERITRADE Institutional conferences, please visit www.tdaconferences.com or call 1-800-934-6124.

MEDIA REGISTRATION:

Register online at www.tdaconferences.com or call 1-800-934-6124. A media suite will be available for working journalists. To request interviews please call, 402.547.6569 or email, kristin.petrick@tdameritrade.com.



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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.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 Holding Corporation

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 platform³ 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.

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

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

³thinkorswim was rated #1 overall online broker, "best for frequent traders," and "best for options traders" in *Barron's* ranking of online brokers, 3/16/2009. thinkorswim was evaluated versus others in eight total categories, including trade experience/execution, trading technology, usability, range of offerings, research amenities, portfolio analysis & reporting, customer service & access and costs. thinkorswim topped the list in 2009 with the highest weighted-average score. *Barron's* is a registered trademark of Dow Jones & Company ©2009.

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