



FOR IMMEDIATE RELEASE

At the Company

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WORKSHOPS HIGHLIGHT BEST PRACTICES OF ADVISORS

New TD AMERITRADE Institutional sessions focus on making advisors more efficient and effective

Jersey City, NJ, April 23, 2008 – (Nasdaq: AMTD) As the market for financial advice becomes ever more competitive, advisors today are required to identify the trends and practices that truly differentiate them from others. It is with this in mind that TD AMERITRADE Institutional introduces their 2nd Annual Signature Series Workshops, “Best Practices of Elite Advisors”.

In cooperation with CEG Worldwide, the workshops will provide an in-depth look at the business practices that are being utilized by some of the leading advisors in the industry. The series, based on CEG Worldwide’s most recent research study, will focus on client and asset acquisition, how to properly deliver valuable client service and the importance of effective business systems and practices, including possible outsourcing and planning options.

“Learning how to become an elite advisor is one thing, implementing needed change is another,” said Brian Stimpfl, managing director, TD AMERITRADE Institutional. “Our own Strategic Relationship Consultants will be there to help translate these best practices into real terms for their practice, so advisors get additional value beyond the sessions.”

The 12-city series kicks off on May 1, 2008 at the Grand Hyatt in Washington, DC. For more information on the series, please visit www.tdameritradeconferences.com/signatureseries.

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About TD AMERITRADE Institutional

TD AMERITRADE Institutional is a leading provider of comprehensive brokerage and custody services to nearly 5,000 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 provides a dynamic balance of investment products and services that make it the investment firm of choice for millions of retail investor and independent registered investment advisor clients. Listed by *Forbes* as one of America's best big companies, the Company offers a full spectrum of investment services, including a leading active trader program, intuitive long-term investment solutions and a national branch system, as well as relationships with one of the largest independent RIA networks.³ The Company's common stock trades under the ticker symbol AMTD. For more information, please visit www.amtd.com.

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³More information on the Forbes award is available at www.forbes.com/platinum.