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TD Ameritrade Institutional Expands Resources for Women Advisors, Helps Advisors Market to Women

TD Ameritrade supports NAPFA Women's Initiative Event, Creates Women's Advisory Panel

Jersey City, N.J., May 19, 2011 - TD Ameritrade Institutional, a division of TD Ameritrade, Inc., a brokerage subsidiary of TD Ameritrade Holding Corporation (NASDAQ: AMTD), is leading an effort to support the professional development of women advisors and provide independent registered investment advisors (RIAs) the tools they need to effectively market their services to female investors.

"TD Ameritrade Institutional is an advocate for the advancement of women advisors in our industry and through a new initiative we will expand resources by providing practice management expertise, networking and professional development opportunities designed to meet the unique needs of women in financial services," said Tom Bradley, president, TD Ameritrade Institutional. "We are looking to cultivate current and future generations of women advisors through a focused and comprehensive effort to encourage and support their leadership and business development."

TD Ameritrade Institutional participated in and sponsored the National Association of Personal Financial Advisors' (NAPFA) Women's Initiative pre-conference event May 17, 2011, a program designed to attract and support women as leaders within the profession. Sponsoring networking and professional development events is just one way TD Ameritrade Institutional is helping to advance women advisors. TD Ameritrade Institutional is also working with successful women advisors to create mentoring and coaching programs leveraging its practice management and educational resources. The TD Ameritrade Institutional Women's Advisory Panel will serve as a sounding board for feedback on relevant issues and challenges facing women advisors and investors.

"By creating a platform for female financial advisors to network and grow, TD Ameritrade Institutional demonstrates its commitment to women and the valuable contributions we make to the profession and our clients," said Diane Pearson, CFP[®], PPC[™], CDF[™], Legend Financial Advisors, Inc. "I'm excited to be part of the TD Ameritrade Institutional Women's Advisory Panel and look forward to collaborating and developing strategies and programs to support the specific needs of women advisors."

"Women have historically been underrepresented in the advisor ranks; we're working to change that. And women have also been underserved as investors by the financial services industry as a whole even though they control \$14 trillion in assets¹," added Bradley. "Advisors who recognize and effectively respond to the growing influence women have over household investing decisions will be well-positioned to gain market share and differentiate themselves in an increasingly competitive environment."



More women (56 percent) feel they need professional investment guidance than men (46 percent) according to a TD Ameritrade survey² of more than 1,000 investors. RIAs looking to attract these women clients to their firms will also benefit from additional educational resources offered through TD Ameritrade Institutional. Targeted business development and marketing resources will help advisors develop practical skills to meet the needs and expectations of women investors. Special emphasis will be placed on needs based selling, listening and communications skills and creating a client experience that resonates with women.

To learn more about TD Ameritrade Institutional, please visit www.tdainstitutional.com.

TD Ameritrade, Inc., is separate from and not affiliated with the National Association of Personal Financial Advisors and Legend Financial Advisors, Inc., and is not responsible for the policies or services of either entity

About TD Ameritrade Institutional

TD Ameritrade Institutional³ is a leading provider of comprehensive brokerage and custody services to over 4,000 fee-based, independent registered investment advisors and their clients. 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

For more than 36 years, TD Ameritrade Holding Corporation (NASDAQ: AMTD) has been in the business of serving individual investors – either directly or through a network of independent registered investment advisors. Through its brokerage⁴ and education⁵ subsidiaries, TD Ameritrade combines innovative trading technology, easy-to-use [trading tools](#), investment services and education, and superior client service to create a market-leading financial services experience. Home to *Kiplinger's* #1 online broker,⁶ *Barron's* #1 online broker for "Options Traders",⁷ 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.

¹Center for Women's Business Research, 2005.

²TD Ameritrade Survey telephone survey conducted February 18-22 and 25-26, 2010 of 1,058 adults, employed full time, part time or self-employed.

³TD Ameritrade Institutional, Division of TD Ameritrade, Inc., member FINRA/SIPC/NFA.

⁴TD Ameritrade, Inc., member FINRA (www.FINRA.org) /SIPC (www.SIPC.org) /NFA (www.nfa.futures.org), and TD Ameritrade Clearing, Inc., member FINRA/SIPC.

⁵Investools, Inc. is an education subsidiary of TD Ameritrade Holding Corporation. Investools does not provide financial advice and is not in the business of transacting trades. Investools, Inc. and TD Ameritrade, Inc. are separate but affiliated companies that are not responsible for each other's services or policies.

⁶TD Ameritrade was ranked #1 and received an overall score of 5 stars (tied for first place with one other broker), in the Kiplinger's Online Broker Ratings, *Kiplinger's Personal Finance*, 02/2011. Fourteen brokers were rated in the categories: Costs, Web site usability, Investment choices, Customer service, and Research and tools.

⁷TD Ameritrade was awarded an overall 4 ½ out of 5 Stars and was named "Best for Option Traders" in *Barron's* 2011 Online Broker Survey, 03/2011. TD Ameritrade also received the highest rating, 4 ½ out of 5 stars, in the "Best for Long-term Investing" category, sharing that rating with only one other broker. TD Ameritrade was evaluated versus 23 other online brokers 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. *Barron's* is a registered trademark of Dow Jones & Company © 2006-2011.

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