



FPA Announces TD AMERITRADE Institutional as National Sponsor *Sponsorship provides new tools and resources for financial planners*

DENVER – March 4, 2010 – TD AMERITRADE Institutional today signed on as a national sponsor of the Financial Planning Association® (FPA®), the leadership and advocacy organization connecting those who need, support and deliver professional financial planning. FPA serves over 26,000 members and is the community that fosters the value of planning and advances the financial planning profession.

As part of the sponsorship, TD AMERITRADE Institutional is the exclusive sponsor of the FPA Practice Management Center, a website focused on providing tools and resources to help financial planning professionals manage and advance their business. Because of the sponsorship, FPA members will have access to more free webinars, tools, products and resources on the Practice Management Center.

“FPA and TD AMERITRADE Institutional have a strong, collaborative relationship and we are pleased to have them as a national sponsor. Like FPA, they are dedicated to advancing the financial planning profession and FPA members will greatly benefit from the tools and resources TD AMERITRADE Institutional plans to support through this sponsorship,” said Marv Tuttle, CEO and Executive Director of the Financial Planning Association.

TD AMERITRADE Institutional is a consistent sponsor of FPA conferences; contributes regularly to FPA publications; and participates in the FPA Major Firms Advisory Task Force, a group of major firm executives who meet monthly to discuss financial planning profession trends, how to effectively manage financial planning departments and how to improve the financial planning profession. TD AMERITRADE Institutional is also sponsoring the FPA technology report series, a series of seven technology research reports that will compare various third-party software and technology platforms to be released over the next two years.

“As a champion of independent investment advisors and their clients, we are thrilled to support the FPA in their mission to foster the value of financial planning and advance the financial planning profession,” said Tom Bradley, president, TD AMERITRADE Institutional. “Through our sponsorship and collaboration with the FPA we solidify our commitment to advocate on behalf of independent advisors, providing new practice management tools and resources which will allow them to grow their businesses and better serve the investing public.”

For more information on the FPA Practice Management site, visit www.FPAnet.org/PracticeManagement. To read more about the FPA technology report series, visit www.FPAnet.org/Learn/ResearchCenter.

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 Advisers and their clients. Our advanced technology platform, coupled with personal support from our dedicated service teams, allows investment advisers to run their practices more efficiently and effectively while optimizing time with clients.

TD AMERITRADE participated as a custodian respondent and is the sponsor of the FPA technology report series. TD AMERITRADE is separate and not affiliated with FPA and is not responsible for the policies or services of any third party, except to the limited extent that TD AMERITRADE participated in the technology report series. TD AMERITRADE does not guarantee nor is it responsible for the completeness or accuracy of the data provided or for the



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TD AMERITRADE Institutional, Division of TD AMERITRADE, Inc., member FINRA (www.finra.org) / SIPC (www.sipc.org). TD AMERITRADE, Inc. is a subsidiary of TD AMERITRADE Holding Corporation (NASDAQ: AMTD).

The Financial Planning Association® (FPA®) is the leadership and advocacy organization connecting those who need, support and deliver professional financial planning. FPA demonstrates and supports a professional commitment to education and a client-centered financial planning process.

Based in Denver, Colo., FPA has 97 chapters throughout the country representing more than 25,000 members involved in all facets of providing financial planning services. Working in alliance with academic leaders, legislative and regulatory bodies, financial services firms and consumer interest organizations, FPA is the community that fosters the value of financial planning and advances the financial planning profession. For more information about FPA, visit www.FPAnet.org or call 800.322.4237.

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