

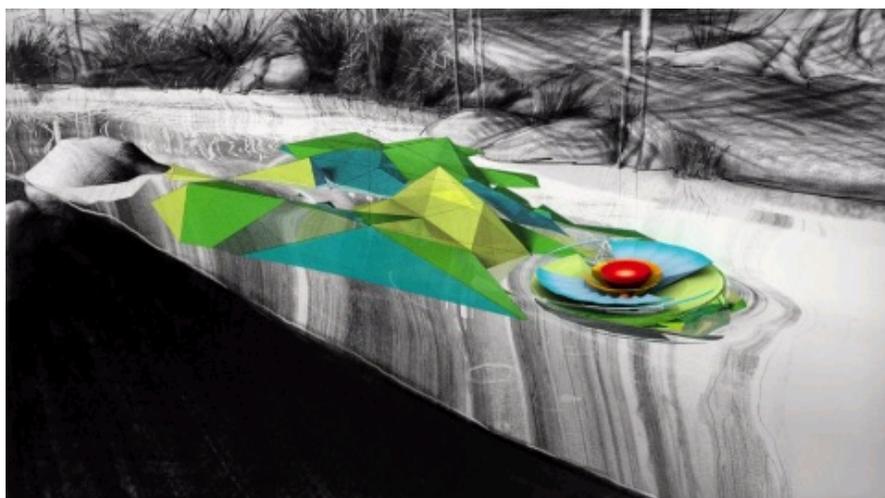
TD Ameritrade Updates Brand with Launch of New Ad Campaign

Messaging targeted at self-directed investors seeking validation in today's markets

Refreshed creative includes mix of animation and live action

Multi-channel traditional and online media buy begins January 9, 2012

OMAHA, Neb.--(BUSINESS WIRE)-- TD Ameritrade Holding Corporation (NASDAQ: AMTD) today unveiled a new creative campaign highlighting the company's commitment to helping self-directed investors find support and seek validation for their investment ideas in today's ever-changing markets.



"Common Sense," the first in a series of new TD Ameritrade TV spots, utilizes dramatic animation to showcase the journey investors take in planning for retirement. (Photo: Business Wire)

"Take a look at the marketing materials you see today from online brokerage firms. It's a lot of the same — same messages, same look, same offers," said Phil Bowman, chief marketing officer at TD Ameritrade. "Our research validates that view - nearly half of Americans find advertising among financial services companies to be similar, and many see virtually no difference from firm to firm. We decided the time had come to re-invigorate our strategy, invest in new creative and separate TD Ameritrade from the pack."

The creative strategy, developed by [Goodby, Silverstein & Partners](#), includes both traditional and online media and features groundbreaking animation from multimedia design firm, [Psyop](#). Their work includes still images built from layers of color, texture and imagery interpreted as dynamic moving sequences. The result is a series of advertisements meant to capture viewers' attention and address issues relevant to today's investors. Straight-talk in a casual tone provided via voiceover from Academy Award[®] winner Matt Damon, touches upon TD Ameritrade's brand promise to deliver:

- Value
- Objectivity
- Simple and convenient ways to invest
- State-of-the-art technology
- Help, guidance and support along the way

"Investing shouldn't be scary or intimidating, but when it is it drags on our confidence as investors," Bowman continued. "For too long financial firms have taken a parent-to-child approach with their clients to address those concerns, but investors are telling us that they want more — they want to share ideas, get new ideas and discuss the possibilities. They want a peer, and we're uniquely positioned to be that peer. We don't manufacture our own funds. We don't employ our own investment advisors.

Eighty-five percent (85%) of working Americans have an [Individual Retirement Account](#) (IRA) and/or a 401(k) / 403(b) plan, and more than a third of those workers have both.¹ These investors have embraced their financial responsibilities amid the decline of defined benefit plans and Social Security, yet they are still looking for information, guidance and even validation of their ideas. In fact, 46 percent of Americans say they now turn to friends, relatives and colleagues for financial information.²

But what brokerage firm is best suited to meet today's investors' varying needs? With financial services advertising growing increasingly commoditized in recent years, it has become more challenging for investors to understand the differences between the firms and determine which may be the best fit.

We are dedicated to helping our clients pursue their financial goals — and that's what this campaign is all about."

Print, online and broadcast advertising support will begin Monday, Jan. 9, 2012. The first two TV spots will feature the company's [retirement](#) offering and its [Trade Architect](#) trading platform. A total of four commercials will air initially on national network television, as well as on various cable networks including CNBC, ESPN, TNT and The History Channel.

To see the latest TD Ameritrade TV spots, visit the [TD Ameritrade YouTube Channel](#). For the latest company news and information, follow us on Twitter, [@TDAmeritradePR](#).

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About TD Ameritrade Holding Corporation

Millions of investors and independent registered investment advisors (RIAs) have turned to TD Ameritrade's (NASDAQ: AMTD) [technology](#), [people](#) and [education](#) to help make investing and trading easier to understand and do. Online or over the phone. In a branch or with an independent RIA. First-timer or sophisticated trader. Our clients want to take control, and we help them decide how - bringing Wall Street to Main Street for more than 36 years. An [official sponsor of the 2012 U.S. Olympic Team](#), TD Ameritrade has time and again been [recognized as a leader](#) in investment services. Please visit the TD Ameritrade's [newsroom](#) or [www.amtd.com](#), or follow us [@TDAmeritradePR](#) for more information.

Brokerage services provided by TD Ameritrade, Inc., member FINRA ([www.FINRA.org](#)) /SIPC ([www.SIPC.org](#)) /NFA ([www.nfa.futures.org](#))

1 These results are based on a survey conducted by [Maritz, Inc.](#) on behalf of TD Ameritrade Holding Corporation. One thousand five hundred and nine (1,509) adults between 22 and 81 years participated in a telephone survey from July 20 through August 17, 2011. Among these respondents, 854 are working full-time or part-time. The margin of error in this survey of working Americans is $\pm 3.4\%$. This means that in 19 cases out of 20, survey results based on 854 respondents will differ by no more than 3.4 percentage points in either direction from what would have been obtained by seeking the opinions of all working adults living in the United States age 22 through 81. Maritz, Inc. and TD Ameritrade Holding Corporation are separate, unaffiliated companies and are not responsible for each other's products and services. The generations are defined as follows: Mature: born 1930-1945; Boomer: born 1946-1964; Gen X: born 1965-1976; Gen Y: born 1977-1989.

2 These results are based on a survey conducted by [Maritz, Inc.](#) on behalf of TD Ameritrade Holding Corporation. Nine hundred sixty-three (963) adults between 21 and 80 years of age participated in a telephone survey from November 16 through December 7, 2010. The margin of error in this survey is $\pm 3.2\%$. This means that in 19 cases out of 20, survey results based on 963 respondents will differ by no more than 3.2 percentage points in either direction from what would have been obtained by seeking the opinions of all adults living in the United States ages 21 through 80. Maritz, Inc. and TD Ameritrade Holding Corporation are separate, unaffiliated companies and are not responsible for each other's products and services.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50125627&lang=en>

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