



**FOR IMMEDIATE RELEASE**

**TD Ameritrade Announces Strategic Relationship with EASi**

*Expands Workplace Solutions with Open-Architecture, Customizable Offering for Managing Equity Compensation Plans*

**OMAHA, Neb., Sept. 25, 2014** – TD Ameritrade, Inc. (“TD Ameritrade”), a broker-dealer subsidiary of TD Ameritrade Holding Corporation (NYSE: AMTD), today announced a relationship with Equity Administration Solutions, Inc. (EASi) one of the largest equity compensation software-as-a-service companies in the world and a leading provider of administrative support for employee stock plans.

Under the terms of the agreement, TD Ameritrade will handle participant servicing for participating EASi stock plan clients, combining EASi’s streamlined platform for accounting, administration and reporting with TD Ameritrade’s broad array of brokerage services. Plan sponsors will have a seamless, transparent and flexible end-to-end solution, while employees will enjoy an integrated experience with access to their stock plan information, as well as investment tools and resources.

“As part of our commitment to creating innovative solutions for corporate clients and their employees, we uncovered a need in the marketplace for an open-architecture approach to managing employee stock plans,” said Brian Burke, Director of Stock Plan Services at TD Ameritrade. “By working with leading equity administration platform providers such as EASi, we can offer corporate clients a more customizable and transparent solution that combines a top administration platform with our brokerage tools, education and resources so employees can be in a better position to make decisions when it comes to managing their equity compensation.”

“In helping hundreds of clients manage their equity compensation plans, we have learned that an ‘all-in-one’ broker-administrator platform forces companies to compromise in how they manage their employee stock plans,” said Michael Boese, Chief Executive Officer of EASi. “With TD Ameritrade, we have seamlessly integrated our cloud-based administration and reporting platform with their leading brokerage services allowing our clients the best of both worlds. We are thrilled to be working with the TD Ameritrade team and look forward to a very successful relationship.”

Representatives from both TD Ameritrade and EASi will be speaking at the 2014 National Association of Stock Plan Professionals (NASPP) conference next week in Las Vegas, NV from September 29-October 2.

**About TD Ameritrade Holding Corporation**

Millions of investors and independent registered investment advisors (RIAs) have turned to TD Ameritrade’s (NYSE: 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 39 years. An [official sponsor of the 2014 and 2016 U.S. Olympic and Paralympic Teams](#), as well as an [official sponsor of the National Football League](#) for the 2014, 2015 and 2016 seasons, TD Ameritrade has time and again been [recognized as a leader](#) in investment services. Please visit TD Ameritrade’s [newsroom](#) or [www.amtd.com](#) for more information.

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

Source: TD Ameritrade Holding Corporation

**About EASi**

Since 2002, Equity Administration Solutions, Inc. (EASi) has been making it easier for companies to compensate top talent with share-based awards. EASi's user friendly, web-based technology streamlines plan management, financial reporting, and analysis so that clients can focus on driving strategic value from their equity compensation programs. With technology based on in-depth accounting expertise and a flexible broker of choice model, EASi has helped over 900 companies worldwide innovate their equity management processes. For more information, visit [www.easiadmin.com](http://www.easiadmin.com).

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