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Financial Organizations Are Taking Financial Education On The Road:

NAPFA Consumer Education Foundation, TD AMERITRADE and *Kiplinger's Personal Finance* magazine join forces to deliver financial education during national bus tour

ARLINGTON HEIGHTS, IL (May 21, 2008) – Rising fuel costs, market volatility and a struggling U.S. economy are creating great concern among American consumers as to whether or not they can financially survive in the short-term – let alone in retirement. In recognition of this growing consumer sentiment, three financial service providers are joining forces to bring financial education to individuals in their towns and cities across the country.

The National Association of Personal Financial Advisors (NAPFA) Consumer Education Foundation, TD AMERITRADE and *Kiplinger's Personal Finance* magazine announced at the NAPFA National Conference in Long Beach, CA on May 15, 2008 that they are collaborating to launch the **Your Money Bus Tour**. Slated to kick-off on September 8, 2008 in Washington, DC, **Your Money Bus** will travel from coast-to-coast for one-year to deliver the important message that it is never too late to start taking steps to prepare for a secure financial future

“The NAPFA Consumer Education Foundation has a warm place in my heart,” said Michael Joyce, CFA, CFP®, chairman of the NAPFA Consumer Education Foundation Board. “The foundation fills a tremendous need for consumers. I am happy to be associated with Your Money Bus to help educate consumers on the need for financial preparation. The commitment made by our friends at TD AMERITRADE and *Kiplinger's Personal Finance* magazine shows that we share a common desire to help real people with their real financial concerns.”

Each stop of the bus tour will feature a variety of events and opportunities for consumers to learn about personal finance. The bus will also be outfitted with a media center for blogging, podcasting, and video feeds so the bus can keep consumers and the media up-to-date via a dynamic website.

“It is in the best interest of all firms to educate individuals on their saving and investing options, especially those available through the independent registered investment advisor model,” said Tom

Bradley, president, TD AMERITRADE Institutional. "We have long believed in the power of education and encourage everyone to get on this bus and start the drive toward achieving their financial goals."

TD AMERITRADE and *Kiplinger's Personal Finance* magazine are each committing resources to the project. TD AMERITRADE has signed on as the primary financial sponsor of the bus tour and *Kiplinger's Personal Finance* magazine will be providing promotional support for the program in both its magazine and website properties.

"At *Kiplinger's Personal Finance*, we have been helping our readers save and invest to reach their financial goals for more than 60 years," says Editor Fred W. Frailey. "We are proud to collaborate with the NAPFA Consumer Education Foundation and TD AMERITRADE in their effort to bring one-on-one advice to consumers around the country. Together we hope to show Americans that they can take control of their finances and their future despite volatile markets and an uncertain economy."

Planning for the **Your Money Bus Tour** is fluid, so future communications will be provided as plans are developed. If you have any questions regarding the program and would like to talk with a representative from the NAPFA Consumer Education Foundation, please contact Benjamin Lewis at 301-963-7555 or benjamin.lewis@perceptiononline.com. If you would like to speak with a representative from TD AMERITRADE, please contact James Frawley at 201-369-8779 or james.frawley@TDAMERITRADE.com.

ABOUT THE NAPFA CONSUMER EDUCATION FOUNDATION

The NAPFA Consumer Education Foundation is built upon the expertise of the National Association of Personal Financial Advisor's more than 2,000 members and its high standing within the industry. The Foundation makes grants to organizations that demonstrate the ability to educate consumers about basic personal financial issues. The Foundation will partner with recognized educational organizations to expand the breadth, depth, and distribution of consumer financial education programming, including materials developed by NAPFA.

For more information, please visit www.NAPFAFoundation.org

ABOUT TD AMERITRADE

TD AMERITRADE Institutional, Division of TD AMERITRADE, Inc., member FINRA/SIPC, is a leading provider of comprehensive brokerage and custody services to nearly 5,000 fee-based, independent Registered Investment Advisors (RIAs) and their clients. Their advanced technology platform, coupled with personal support from their dedicated service teams, allows investment advisors to run their practices more efficiently and effectively, while optimizing time with clients. TD AMERITRADE Institutional is committed to advocating on behalf of advisors and their clients and understands the importance of being a fiduciary.

For more information, please visit www.TDAinstitutional.com.

*TD AMERITRADE, NAPFA Consumer Education Foundation and *Kiplinger's Personal Finance* magazine are all separate and unaffiliated and are not responsible for one another's services and policies.

ABOUT KIPLINGER'S PERSONAL FINANCE

Kiplinger's Personal Finance magazine provides down-to-earth advice on managing money and achieving financial security. It provides trustworthy information and practical guidance on saving, investing, planning for retirement, paying for college, buying an automobile, home and other major purchases. The *Kiplinger's Personal Finance* website offers the same great advice that's in the magazine.

For more information, please visit www.Kiplinger.com.

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