

News Release

Contacts:

Michael Cianfrocca
Charles Schwab
Phone: 415-667-3252
michael.cianfrocca@schwab.com

CHARLES SCHWAB ANNOUNCES OPENING OF SUBMISSION WINDOW FOR 2009 IMPACT AWARDS[®]

SAN FRANCISCO, May 1, 2009 — Continuing its tradition of showcasing excellence among independent investment advisors, Charles Schwab today opened the submission window for its fourth annual IMPACT Awards, an industry-wide awards program that honors independent advisors and their firms. SEC-registered advisors who meet the eligibility guidelines are encouraged to participate – regardless of their custodial relationships. Submissions will be accepted through June 15 at impactawards.schwab.com.

Consulting firm FA Insight LLC will score all entries and a distinguished panel of judges from across the business world and financial services industry will select the winners in each of four IMPACT Awards categories with final approval by Schwab:

- The **Charles R. Schwab IMPACT Award**[®] will honor an individual trailblazer whose sustained vision, outstanding leadership, client commitment and community engagement clearly demonstrate the value of independent investment advice.
- The **Best-in-Business Award** will be presented to an independent investment advisory firm for excellence in business management and client services.
- The **Best-in-Tech Award** will honor an independent investment advisory firm that serves as a model for success in harnessing technology to extend the reach, responsiveness and growth of its business.
- The **Pacesetter Award** will recognize an independent investment advisory firm in business for 10 years or less that has realized accelerated growth through strategic management, innovative practices, and ongoing investments in business capabilities.

The IMPACT Awards will be presented at a ceremony at IMPACT[®] 2009, which will be held September 13-16, 2009, in San Diego, Calif. For the Charles R. Schwab IMPACT Award, Schwab will make a donation of \$25,000 to an eligible charitable organization of the winner's choice. For the Best-in-Business, Best-in-Tech, and Pacesetter Awards, a donation of \$10,000 will be made to an eligible charity of each winning firm's choice.

Eligibility

SEC-registered independent investment advisory firms with primarily fee-based practices and at least \$25 million in assets under management are eligible. Eligible firms must currently have a minimum of 75 percent of revenue from fees and at least 75 percent of its total client base as individual investors – or manage at least \$100 million on behalf of individual investors. For the Charles R. Schwab Award and Best-in-Business Award, a firm must have been in business for at least 10 years. For the Best-in-Tech Award, a firm must have been in business for at least five years. For the Pacesetter Award, a firm must have been in business for 10 years or less.

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Individuals considered for the Charles R. Schwab IMPACT Award must have at least 10 years of personal experience managing investments in securities as an independent investment advisor, providing investment advice to individual investors as an officer or employee of a Registered Investment Advisor (RIA). Individuals must also serve as a principal or founder of an independent investment advisory firm that meets the eligibility criteria noted for the other three awards.

How to Participate

Candidates for the Charles R. Schwab IMPACT Award will be identified only through peer nominations; self-nominations will not be considered. For the Best-in-Business, Best-in-Tech, and Pacesetter Awards, firms must submit entries on their own behalf; firms cannot submit other firms for consideration. There is a limit of one nomination per award category.

For the Best-in-Business and Pacesetter Awards, firms must demonstrate measurable success in areas such as business strategy, practice management and employee development, and client loyalty. For the Best-in-Tech Award, firms must display success in technology strategy, operational efficiencies and client servicing. Charles R. Schwab IMPACT Award candidates will be considered for their leadership, business management, community engagement and other career distinctions.

There is no cost to participate in the IMPACT Awards program.

FA Insight LLC is not affiliated with or an employee of Charles Schwab & Co. Inc.

About the IMPACT Awards

Independent investment advisors have fundamentally changed the financial services landscape by providing independent advice to affluent investors. Now in its fourth year, the IMPACT Awards recognize these contributions by honoring advisors and firms that have advanced the industry through their visionary leadership, operational excellence and technology innovation. The IMPACT Awards are judged by a panel of recognized experts and presented at IMPACT, one of the industry's leading conferences. For more information, visit impactawards.schwab.com.

About Charles Schwab

The Charles Schwab Corporation (Nasdaq: SCHW) is a leading provider of financial services, with more than 300 offices and 7.5 million client brokerage accounts, 1.5 million corporate retirement plan participants, 508,000 banking accounts, and \$1.1 trillion in client assets. Through its operating subsidiaries, the company provides a full range of securities brokerage, banking, money management and financial advisory services to individual investors and independent investment advisors. Its broker-dealer subsidiary, Charles Schwab & Co., Inc. (member SIPC, www.sipc.org), and affiliates offer a complete range of investment services and products including an extensive selection of mutual funds; financial planning and investment advice; retirement plan and equity compensation plan services; referrals to independent fee-based investment advisors; and custodial, operational and trading support for independent, fee-based investment advisors through its Advisor Services division. The Charles Schwab Bank (member FDIC) provides banking and mortgage services and products. More information is available at www.schwab.com. (0409-8835)

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