

News Release

Contacts:

Anita Fox
Charles Schwab
415-667-1308
anita.fox@schwab.com

Jennifer Davis
Charles Schwab
415-667-0181
jennifer.davis@schwab.com

SCHWAB ANNOUNCES NEW BUSINESS TO DELIVER INTELLIGENT INTEGRATION SOLUTIONS TO INDEPENDENT REGISTERED INVESTMENT ADVISORS

SAN FRANCISCO, September 7, 2011 – The Charles Schwab Corporation today added to its technology offering a new business, Schwab Intelligent Technologies™, to work with best-in-class technology providers to create Schwab Intelligent Integration™ solutions for independent registered investment advisors (RIAs). Schwab Intelligent Technologies will deliver Schwab OpenView Gateway™, a flexible, open-architecture technology platform that enables data integration between Schwab systems¹ and those of the participating technology providers used by advisors. Schwab created this new business to leverage technology and best practice workflows to help RIAs drive efficiencies in their firms.

“We believe that the right technology can fundamentally transform an advisor’s business,” said Bernie Clark, executive vice president and head of Schwab Advisor Services. “Schwab Intelligent Technologies will deliver the next generation of technology integration with leading providers, to improve advisor productivity, and further demonstrate our ongoing commitment to the advisor industry.”

Schwab Intelligent Integration

Last year, Schwab announced a multi-year initiative, Schwab Intelligent Integration, designed to help advisors increase integration between the disparate systems and workflows in an advisor’s office. The initiative is focused on four key principles: CRM-centricity, intelligent integration, platform choice and support and guidance from Schwab. In response to advisors surveyed, Schwab selected three leading client relationship management (CRM) providers – Salesforce.com, Junxure and Microsoft - for participation in Schwab Intelligent Integration.

“We are thrilled with the progress we are making with the CRM providers and the positive feedback we are getting from advisors,” said Neesha Hathi, vice president of Advisor Technology Solutions. “Quality takes time and we believe advisors will benefit from our thoughtful approach to intelligent, focused integration.”

Schwab OpenView Gateway and Schwab OpenView Integrated Office

Junxure will begin its beta test with Schwab OpenView Gateway this month. In addition to Schwab’s technology integration with Junxure, a discounted technology solution will be available from Junxure exclusively for Schwab clients. This solution will include training and consulting services designed to help advisors get the most out of Junxure and Schwab OpenView Gateway integration.

¹ Custody data from Charles Schwab & Co., Inc. (CS&Co), a registered broker-dealer, member SIPC. CS&Co is affiliated with, but a separate company from Schwab Intelligent Technologies and has no responsibility for Schwab OpenView Gateway or any participating provider, or Schwab OpenView Integrated Office.

“Integrating with Schwab technology is very exciting because for the first time we’ll have real-time data immediately available within a CRM environment,” said Greg Friedman, president of Junxure. “This groundbreaking effort will invariably change the way advisors work.”

Select advisors who use Salesforce will begin pilot testing Schwab OpenView Gateway and Schwab OpenView Integrated Office this month. Schwab OpenView Integrated Office is a turnkey platform, delivered by Schwab Performance Technologies, that brings together Salesforce CRM adapted for advisors who do business with Schwab¹ and Schwab PortfolioServices portfolio accounting and performance reporting solution. Schwab completed beta testing of Schwab OpenView Integrated Office as well as Schwab OpenView Gateway for Salesforce in August. Schwab worked with a dozen advisors with a diverse range of Salesforce CRM configurations, gained positive feedback from advisors, and is kicking off the pilot this month.

“We are excited to work with Schwab to bring our leading CRM to advisors,” said Renny Monaghan, vice president, Industry Solutions, salesforce.com.

About Schwab Intelligent Technologies

Schwab Intelligent Technologies² will offer Schwab OpenView Gateway™, facilitating tighter integration between Schwab and the different systems and workflows advisors may have in their office—all backed by support and guidance from Schwab. More information is available at www.schwabadvisorcenter.com/schwabintelligentintegration.

About Schwab Performance Technologies

Schwab Performance Technologies² (SPT) is a provider of industry-leading portfolio data management and reporting technology solutions. SPT is a trusted provider for over 3,700 independent RIA’s. PortfolioCenter® and PortfolioServices and now Schwab OpenView Integrated Office™ are products of SPT. Whether outsourcing data management to SPT expert teams, or installing and handling it in-house, advisors can choose the solution that works best for their firm. SPT also supports third party outsourcing providers who use PortfolioCenter as the basis of their offering. More information is available at www.schwabpt.com.

About Charles Schwab

The Charles Schwab Corporation (NYSE:SCHW) is a leading provider of financial services, with more than 300 offices and 8.2 million client brokerage accounts, 1.44 million corporate retirement plan participants, 754,000 banking accounts, and \$1.65 trillion in client assets as of June 30, 2011. 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. Independent investment advisors are not owned, affiliated with or supervised by Schwab. Its banking subsidiary, Charles Schwab Bank (member FDIC and an Equal Housing Lender), provides banking and mortgage services and products. More information is available at www.schwab.com and www.aboutschwab.com. (0911-5775)

Follow us on Twitter: [@Schwab4RIAs](https://twitter.com/Schwab4RIAs)

###

² Schwab Intelligent Technologies and Schwab Performance Technologies (SPT) are businesses of a subsidiary of The Charles Schwab Corporation separate from their affiliate CS&Co that, through Schwab Advisor Services™, provides custody, trading and related services to independent investment advisors, while Schwab Intelligent Technologies and SPT provide advisors with related technology products and services. Schwab OpenView Gateway participants are independent companies that are not affiliated with Schwab Intelligent Technologies or any of its affiliates. Participation in the Schwab OpenView Gateway is not a recommendation or endorsement of, or referral to, the participant by Schwab Intelligent Technologies or any of its affiliates. Advisors are solely responsible for evaluating, selecting and purchasing products and services offered by Schwab OpenView Gateway participants.