



## **E\*TRADE FINANCIAL PRICES SENIOR NOTE OFFERING**

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New York, October 28, 2005-E\*TRADE FINANCIAL Corporation (NYSE: ET) announced today that it has priced and issued \$250 million aggregate principal amount of 7 3/8% senior notes due in 2013. This offering is an add-on to the \$350 million of senior notes issued by the Company in September 2005 and pursuant to the Indenture dated September 19, 2005 (the "2013 Notes"). Today's offering was priced at 99.00 to yield 7.54%.

The Company intends to apply substantially all of the net proceeds from this offering toward the financing of its proposed acquisition of BrownCo from JPMorgan Chase (NYSE: JPM).

The notes have not been registered under the Securities Act of 1933, as amended, or applicable state securities laws, and unless so registered, may not be offered or sold in the United States, except pursuant to an applicable exemption from the registration requirements of the Securities Act of 1933, as amended, and applicable state securities laws.

This press release shall not constitute an offer to sell or the solicitation of an offer to sell or the solicitation of an offer to buy the notes. This press release is being issued pursuant to and in accordance with Rule 135c under the Securities Act of 1933, as amended.

#### **Important Notice**

E\*TRADE FINANCIAL and the E\*TRADE FINANCIAL logo are registered trademarks or trademarks of E\*TRADE FINANCIAL Corporation. The statements contained in this news release that are forward-looking are based on current expectations that are subject to a number of uncertainties and risks, and actual results may differ materially. The uncertainties and risks include, but are not limited to, changes in market activity, anticipated increases in the rate of new customer acquisition, the conversion of new visitors to the site to customers, the activity of customers and assets held at the institution, seasonality, the development and enhancement of products and services, competitive pressures (including price competition), system failures, economic and political conditions, changes in consumer behavior and the introduction of competing products having technological and/or other advantages. Further information about these risks and uncertainties can be found in the information included in the annual reports previously filed by E\*TRADE Group, Inc. or E\*TRADE FINANCIAL Corporation with the SEC on Form 10-K (including information under the caption "Risk Factors") and quarterly reports on Form 10-Q.

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