



## **E\*TRADE FINANCIAL CLOSES SALE OF E\*TRADE CONSUMER FINANCE CORPORATION TO GE CONSUMER FINANCE**

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New York, November 1, 2005-E\*TRADE FINANCIAL Corporation (NYSE: ET) today announced it has completed the sale of E\*TRADE Consumer Finance Corporation to GE Consumer Finance's Retail Sales Finance unit. The Company had announced on August 16 that it would sell its RV and marine lending business to GE Consumer Finance.

#### **About E\*TRADE FINANCIAL**

The E\*TRADE FINANCIAL family of companies provides financial services including trading, investing, banking and lending for retail and institutional customers. Securities products and services are offered by E\*TRADE Securities LLC (Member NASD/SIPC). Bank and lending products and services are offered by E\*TRADE Bank, a Federal savings bank, Member FDIC, or its subsidiaries.

#### **About Retail Sales Finance and GE Consumer Finance**

Retail Sales Finance is part of GE Consumer Finance and provides private label credit card programs, marketing, installment lending and financial services for national and regional retailers in key industries: automotive/recreational vehicles, home improvement, powersports, outdoor equipment, consumer electronics and appliances, furniture, floor covering, jewelry and health care. With \$150 billion in assets, GE Consumer Finance, a unit of General Electric Company, is a leading provider of credit services to consumers, retailers and auto dealers in 47 countries around the world. GE Consumer Finance, based in Stamford, Conn. (USA), offers a range of financial products, including private label credit cards, personal loans, bank cards, auto loans and leases, mortgages, corporate travel and purchasing cards, debt consolidation and home equity loans and credit insurance. More information can be found online at [www.geconsumerfinance.com](http://www.geconsumerfinance.com).

#### **Important Notices**

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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