



E*TRADE FINANCIAL LAUNCHES GLOBAL MARKETS WEB PORTAL

Provides Retail Customers with Access to Foreign Markets

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NEW YORK, November 2, 2005 - E*TRADE FINANCIAL Corporation (NYSE: ET) today announced the launch of a web portal designed to provide customers with access to quotes, research and content from international exchanges. The Global Markets portal marks the first phase in E*TRADE FINANCIAL's plans to enable U.S. Retail customers to trade on 42 international exchanges while holding multiple currencies in a single E*TRADE account. The portal will educate active traders and serious investors on the diversified investment opportunities available in foreign markets. It can be accessed by E*TRADE FINANCIAL customers at <https://us.etrade.com/e/t/gmc/globaloverview>. "Retail investors are seeking diversification, which is one of the primary drivers for foreign markets trading," said R. Jarrett Lilien, President and Chief Operating Officer, E*TRADE FINANCIAL. "As U.S. investors become increasingly sophisticated, there is a tremendous opportunity to provide them with a platform to invest in foreign markets. With trading desks that provide access to 42 international markets, as well as nine international Retail businesses and affiliates, E*TRADE is uniquely positioned to provide Retail customers with access to foreign markets." The Global Markets portal features educational tools explaining the advantages of diversifying internationally (<https://us.etrade.com/e/t/estation/help?id=1301090000>) while providing access to the following content:

- International delayed quotes from the Tokyo, London, Hong Kong, Germany, Canada and Paris exchanges
- International news, including headlines and company news
- International charts, including mini-charts for indices
- Lists of existing trade-able products, including relevant data points:
 - Most Actives
 - 43 International ETFs
 - 700+ International Open End Funds
 - ADRs/Ordinaries
- Major world indices
- Foreign currency exchange rates table

Dependant upon a series of factors, including feedback from target customers, future site iterations could include ForEx trading and the ability to hold multiple currencies in one E*TRADE account. **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. **Important Notice**

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