



E*TRADE FINANCIAL CORPORATION LAUNCHES NEW BRAND AND ADVERTISING CAMPAIGN

Comprehensive Campaign Created in Partnership with BBDO New York

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New York, NY, March 28, 2005 - E*TRADE FINANCIAL Corporation (NYSE: ET) today announced the launch of a new brand and advertising campaign designed to promote the Company's position as an innovative financial services provider offering superior integrated financial solutions. Building on the Company's heritage as an industry challenger, the comprehensive multi-media campaign introduces the theme and tagline "Challenge the Ordinary ... Be E*traordinary." The campaign is highly targeted at cable TV and print, and is complemented by online vehicles to achieve broad visibility with self-directed investors. Advertisements will debut this week in newspapers, magazines, online outlets and on television. The campaign was created by BBDO New York and Atmosphere BBDO, E*TRADE FINANCIAL's creative offline and online agencies-of-record.

"No one has ever woken up and said 'my goal is to be an ordinary investor,'" said Nick Utton, Chief Marketing Officer, E*TRADE FINANCIAL. "Our new brand campaign challenges the ordinary by celebrating the bold, fearless and ground-breaking spirit of our self-directed customers. It demonstrates how E*TRADE FINANCIAL's solutions can help these customers go beyond the ordinary to reach their full potential as extraordinary investors."

The campaign's premier television commercial features such extraordinary talents as Arthur Ashe, Bob Dylan, Ernest Hemingway, Jackie Joyner-Kersey, Vince Lombardi and Stephen Hawking to establish the limitless possibilities that exist for people who are willing to challenge the ordinary. The ad states, "At E*TRADE, we keep challenging the ordinary to help investors 'Be E*traordinary.'" Print and online ads reinforce this position with such headlines as, "If you want ordinary, go to Wall Street" and "Be smarter than the average bear. Or bull." The E*TRADE FINANCIAL asterisk, a widely recognized icon for the company, plays a central role in the advertisements.

"Since its inception, E*TRADE FINANCIAL has been willing to buck the norm and defy convention as it seeks to offer the best in financial services for its customers," noted Jimmy Siegel, Vice Chairman and Sr. Executive Creative Director at BBDO New York. "This new campaign seeks to capitalize on this heritage to help set E*TRADE apart from its competition in a very black and white way: ordinary versus extraordinary."

The campaign premiered on Sunday, March 27 with teaser ads during the college basketball tournament on CBS. It begins in earnest this week with the debut of additional network and cable television spots; newspapers ads in The Wall Street Journal, The New York Times, USA Today, Barron's and Investor's Business Daily; and insertions in such financial magazines as Forbes, FORTUNE, Money and BusinessWeek.

A second wave of product-specific advertising is expected to launch in April.

About E*TRADE FINANCIAL

The E*TRADE FINANCIAL family of companies provide financial services including brokerage, banking and lending for retail, corporate 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 BBDO New York

BBDO New York is part of BBDO Worldwide, the second largest global agency network and the most awarded agency network in the world over the past six years according to The Gunn Report. In addition to E*TRADE FINANCIAL, clients of BBDO New York include: AOL, Campbell's, Cingular, DIRECTV, FedEx, Frito-Lay, GE, Gillette, GlaxoSmithKline, Guinness, HBO, MasterFoods, New York Stock Exchange, Office Depot, Pepsi, Pfizer, Pizza Hut, Schering-Plough, Visa and more.

BBDO Worldwide is a part of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com). Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

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