



E*TRADE FINANCIAL NAMED BEST BANKING/BILL PAYING WEB SITE IN THE NINTH ANNUAL WEBBY AWARDS

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New York, NY, June 7, 2005-The Webby Awards, the leading international honor for web sites, named E*TRADE FINANCIAL as the Best Banking/Bill Paying web site of 2005. Hailed as the "online Oscars" by Time Magazine, winning a Webby Award is an unparalleled accolade recognizing the very best of the Internet. With over 4,300 sites entered from all 50 states and over 40 countries, Webby Winners truly represent the best of the web.

"The 9th Annual Webby Awards provide both a remarkable snapshot of digital life today and a powerful sneak preview of where we are going next," said Tiffany Shlain, creative director and chairperson of The Webby Awards. "We're proud to shine a spotlight on outstanding sites like E*TRADE FINANCIAL."

"E*TRADE FINANCIAL is honored to be among the handful of distinguished banking web sites recognized for their design, usability and functionality," said Nicholas Utton, Chief Marketing Officer, E*TRADE FINANCIAL. "The Webby awarded to E*TRADE FINANCIAL for Best Banking/Bill Paying web site exemplifies our commitment to challenging the ordinary and offering an unmatched combination of product functionality, price and service to our customers."

Winners were honored at The 9th Annual Webby Awards, which were held for the first-time ever in New York City on June 6th at the legendary Gotham Hall. Hosted by comedian Rob Corrdry of The Daily Show with Jon Stewart, the ceremony showcased the first-ever Webby Special Achievement Awards. More than 400 luminaries from the fields of media, advertising, business, technology, entertainment, politics and the arts were in attendance at the event.

The Webby Awards are determined by the International Academy of Digital Arts & Sciences, a global organization with a membership that includes musician David Bowie, Virgin Group founder Richard Branson, The Body Shop president Anita Roddick, "Simpsons" creator Matt Groening, Real Networks CEO Rob Glaser, and fashion designer Max Azria.

For more information on The Webby Awards, please visit: www.webbyawards.com

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 The Webby Awards:

Called the "Oscars of the Internet" by the New York Times, the Webby is the leading international award honoring excellence in Web design, creativity, usability and functionality. Established in 1996, the 9th Annual Webby Awards received over 4,000 entries from all 50 states and over 40 countries worldwide. The Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of The Webby Awards include: The Creative Group; Adweek Magazines; Fortune and FSB; Ektron; 2Advanced Studios; The Online Publishing Association; MX Interactive; IDG; PricewaterhouseCoopers, and Rackspace Managed Hosting. For more information, visit www.webbyawards.com.

About the International Academy of Digital Arts and Sciences (IADAS):

The International Academy of Digital Arts and Sciences is dedicated to the creative, technical, and professional progress of the internet and interactive media. The Academy is an intellectually diverse organization that includes over 500 members consisting of leading experts in a diverse range of fields, such as musician David Bowie, Virgin Group founder Richard Branson, business guru and author Tom Peters, The Body Shop president Anita Roddick, fashion designer Max Azria, "Simpsons" creator Matt Groening and Real Networks CEO Rob Glaser. For more information, visit www.iadas.net.

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