



E*TRADE FINANCIAL DELIVERS PROFESSIONAL QUALITY POWER, SERVICE AND PRICING TO RETAIL FUTURES TRADERS

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New York, November 29, 2006 - E*TRADE Securities LLC, a wholly-owned subsidiary of E*TRADE Financial Corporation (NYSE:ET), today launched its new retail futures offering, delivering \$2.99 per side commissions,¹ a dedicated derivatives service team and professional-quality functionality. Available to retail customers at no additional cost, the new futures trading platform powered by Trading Technologies(R) delivers high-performance functionality along with fast, reliable connections to the world's largest derivatives exchanges.

"The demand for derivatives products in the retail channel is growing as risk-tolerant investors seek the ability to efficiently trade such products," said Michael Curcio, Managing Director, Global Retail, E*TRADE Securities LLC. "Our new futures offering provides retail investors with a powerful solution backed by superior service and competitive pricing from a reliable, trusted financial services provider."

E*TRADE is expanding customer access to futures products with more than 200 products including energy, indexes, financials, currencies, metals, and commodities through the top five world-wide futures exchanges including: Chicago Mercantile Exchange (CME); Chicago Board of Trade (CBOT); New York Mercantile Exchange (NYMEX); Eurex; and Euronext.Liffe. Futures trading is available to customers 24 hours a day, six days a week.

E*TRADE is the first financial services provider to offer retail investors the high caliber professional-quality TT_TRADER(TM) platform which, features benefits such as:

- Patented MD Trader(R) ladder-style order entry
- High powered professional technical charting analytics & drawing tools
- Single click execution and order cancellation
- 100% click driven trade functionality
- Real time vertical dynamic market book
- Trade multiple products and multiple markets from one fully customizable screen
- Direct high speed connections to all the leading derivatives exchanges
- Real time fills and position details
- Single window access to view working orders, fills and market depth
- Fully customizable desktop to match personal trading styles

To help customers and prospective customers who are looking to hone their futures trading skills, or who are interested in exploring futures as an asset class, E*TRADE sponsors many educational opportunities, including:

- Web-based and live in-person futures trading seminars from leading futures trading educators and The Market Guys (TM)
- Access to TT_TRADER(TM) in a simulated trading environment
- Online futures learning center featuring content from the major futures exchanges

Access to the simulator, a test trading account, and additional information about the new futures trading platform can be found at www.etrade.com/futures.

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.

1 2.99 per contract per side, plus applicable exchange fees. No monthly platform fee.

Important Notice

TT_TRADER(TM) is a trademark and MD Trader(R) is a registered trademark of Trading Technologies International, Inc.

The Market Guys(TM) is not affiliated with E*TRADE FINANCIAL Corp., or its affiliates.

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 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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