



## E\*TRADE FINANCIAL Delivers Automated Trading Strategies to Retail Customers

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New York, NY, July 19, 2006 -E\*TRADE FINANCIAL Corporation (NYSE: ET) today announced that its wholly-owned subsidiary, E\*TRADE Securities LLC, has made available new conditional orders for retail customers including Trailing Stops for options and group orders such as Contingent, One-Cancels-All, One-Triggers-All and One-Triggers-One-Cancels-Other orders-all with flat commissions that are already among the industry's most competitive: as low as \$6.99 per stock or options trade and 75¢ per options contract. When combined with conditional order functionality already available to customers such as Trailing Stops and Bracketed orders for stocks, E\*TRADE customers can stay on top of the market by managing risk and trading with discipline. The new conditional orders are currently available on Power E\*TRADE Pro, and will be made available on [www.etrade.com](http://www.etrade.com) in August 2006.<sup>1</sup>

Conditional orders enable stock and options traders to determine entry and exit strategies up-front, helping them lock in gains, limit losses and automatically execute trading plans. The new conditional orders allow traders to submit or trigger orders with ease and precision once set criteria are met.

"Smart investors look to E\*TRADE to provide superior technology that allows them to customize orders even when they are away from their computers," said Michael Curcio, Managing Director, Global Retail Business, E\*TRADE FINANCIAL. "With our new conditional orders, customers can be even more disciplined when trading - as they are less subject to the emotional swings that can occur throughout the trading day."

E\*TRADE Securities now offers the following suite of conditional orders on stocks and options:

- Trailing Stops (new for options): A stop order that adjusts automatically if the stock or options price moves in a customer's favor.
- Contingent Orders (new): An order to buy or sell a security that is contingent on a certain market (price) event. It can be placed on stock, options or an index.
- Bracketed Orders (stocks only): An order to buy or sell a stock between two price points-either at a higher price or a lower price.
- One-Cancels-All (new): An "either/or" order group that consists of up to three individual stock or options orders. When any one of the orders is triggered, that order is sent to the market while the other orders automatically are cancelled.
- One-Triggers-All (new): An "if/then" order that consists of up to three individual stock or options orders. Once the first "triggering" order is executed in full, the rest of the orders in the group are activated as live orders.
- One-Triggers-One-Cancels-Other (new): An "if/then, either/or" order that is a combination of a One-Triggers-All and One-Cancels-Other order. Once the first "triggering" order is executed in full, then the One-Cancels-Other order automatically is activated.

#### About E\*TRADE FINANCIAL

The E\*TRADE FINANCIAL family of companies provides financial services including trading, investing, cash management 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. Lending products are subject to credit approval.

*1 To qualify for Power E\*TRADE, you must execute at least 30 stock or options trades during a calendar quarter. Commission rates for Power E\*TRADE customers that execute between 30-149 stock or options trades a quarter are \$9.99 (plus an additional \$0.75 per options contract) and \$6.99 for Power E\*TRADE customers that execute at least 1,500 stock or options trades a quarter (plus an additional \$0.75 per options contract). To continue receiving Power E\*TRADE commission rates, you must re-qualify by making at least 30 trades by the end of the following quarter. Other commission rates apply to customers who trade less than 30 times per quarter. For additional details and important information about Power E\*TRADE please visit [www.poweretrade.com](http://www.poweretrade.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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