



E*TRADE Canada Launches New Investor Research Centre

March 27, 2007

TORONTO, Mar 27, 2007 (Canada NewsWire via COMTEX News Network) -- Delivers Extensive Independent Research on US and Canadian Equities

E*TRADE Canada, a subsidiary of E*TRADE FINANCIAL Corporation (NASDAQ: ETFC), today announced it will provide customers access to powerful, independent research from five sources through its new analyst Research Centre. The broad research selection from eResearch, Orion Securities, Reuters, BNY Jaywalk and Sabrient provides company analyst coverage and ratings, including flash reports, analyst upgrades and downgrades on US and Canadian-based companies.

"Smart investors want more than low-cost commissions. Adding five independent research providers to our robust education content and real-time market monitoring tools helps customers to further evaluate their potential for long-term investment," said Duncan Hannay, President, E*TRADE Canada Securities Corporation. "A full suite of offerings that encompass research, premium interest rates, cutting-edge functionality and superior service will continue to drive customers to E*TRADE Canada."

Designed to provide timely and insightful information to self-directed investors, the easy-to-use Research Centre provides:

-- Free access to Canadian research from eResearch and Reuters, including company analyst coverage and BNY Jaywalk Consensus reports - all covering a wide range of Canadian industries and sectors

-- Free access to US research from Reuters, including analyst upgrades and downgrades; and BNY Jaywalk Consensus reports - all with extensive US company coverage

-- Premium access to research(1) from sources like Orion (Canadian) and Sabrient (US) including analyst upgrades, downgrades, flash reports and more

E*TRADE Canada also offers its customers informative third party educational seminars that take place both online and in-person across Canada, focusing on topics such as trading techniques, idea generation and risk management. The Research Centre and educational content build upon E*TRADE Canada's robust product offering and broad set of tools and services to help customers make the most of their online investing experience, including streaming real-time quotes, charts, and news, technical analysis, real time account balances, customizable trading platforms, and the Asset Allocation Optimizer. When coupled with its competitive commission pricing and high-yielding Cash Optimizer Investment Account, the new Research Centre demonstrates E*TRADE Canada's commitment to providing retail investors with robust investing solutions.

For more information about E*TRADE Canada's investment solutions, visit www.etrade.com/ca

About E*TRADE FINANCIAL

The E*TRADE FINANCIAL family of companies provide financial services including trading, investing, banking and lending for retail and institutional customers.

E*TRADE Canada is a service of E*TRADE Canada Securities Corporation (Discount Broker - Order-Execution Only Accounts), a member of the TSX, the TSX Venture Exchange, the Montreal Exchange, the Investment Dealers Association and the Canadian Investor Protection Fund. The E*TRADE Canada service is offered in all provinces. E*TRADE, E*TRADE Canada, E*TRADE Complete and E*TRADE FINANCIAL are trademarks or registered trademarks of E*TRADE FINANCIAL Corp. or its subsidiaries and are used with permission. E*TRADE FINANCIAL Corp., a U.S. public holding company listed on the Nasdaq, is the indirect parent of E*TRADE Canada Securities Corporation. E*TRADE FINANCIAL Corp. is also the parent of U.S. based E*TRADE Securities LLC and E*TRADE Bank, each a pioneer in digital and online financial services.

(1) To qualify, you must, during the immediately preceding calendar quarter, execute at least 30 equity or options trades or have a minimum of \$50,000 in combined E*TRADE Canada account assets. You must re-qualify each calendar quarter. New qualification status will be effective on the second business day of the calendar quarter.

Important Notice

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.

(C) 2007 E*TRADE FINANCIAL Corporation. All rights reserved.

SOURCE: E*TRADE FINANCIAL Corporation

E*TRADE FINANCIAL Media Relations Contact E*TRADE FINANCIAL Corporation Pam Erickson, 617-296-6080 pam.erickson@etrade.com or E*TRADE FINANCIAL Investor Relations Contact

E*TRADE FINANCIAL Corporation Adam Townsend, 703-236-8719 adam.townsend@etrade.com

Copyright (C) 2007 CNW Group. All rights reserved.

News Provided by COMTEX