

FOR IMMEDIATE RELEASE

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**E*TRADE FINANCIAL CORPORATION ANNOUNCES
UPCOMING SPEAKING ENGAGEMENT**

New York, December 1, 2010 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the upcoming Goldman Sachs Financial Services Conference 2010. A webcast of the presentation will be accessible through the E*TRADE Financial Investor Relations website at <https://investor.etrade.com>.

Goldman Sachs Financial Services Conference 2010

Wednesday, December 8, 2010
New York, NY, at 3:20p.m. EST
Steven Freiberg, Chief Executive Officer

About E*TRADE Financial

The E*TRADE Financial family of companies provides financial services including online brokerage and related banking products and services to retail investors. Specific business segments include Trading and Investing and Balance Sheet Management. Securities products and services are offered by E*TRADE Securities LLC (Member FINRA/SIPC). Bank products and services are offered by E*TRADE Bank, a Federal savings bank, Member FDIC, or its subsidiaries. ETFC-G

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