

FOR IMMEDIATE RELEASE

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

New York, NY, March 4, 2010 – E*TRADE FINANCIAL Corporation (NASDAQ: ETFC) will present at the upcoming Citi Financial Services Conference. A webcast of the presentation will be accessible through the E*TRADE FINANCIAL Investor Relations website at <https://investor.etrade.com>.

2010 Citi Financial Services Conference

Wednesday, March 10, 2010
New York, NY, at 11:15 a.m. EST
Bruce Nolop, Chief Financial 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.

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