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E*TRADE Launches Mobile Pro Application for iPad™

New York, April 6, 2010 – E*TRADE FINANCIAL Corp. (NASDAQ: ETFC) today announced that E*TRADE Securities LLC has introduced E*TRADE Mobile Pro for iPad – providing on-the-go access to customers' brokerage and bank accounts, real-time market news and information, and the ability to trade stocks on Apple's newest device.

"Following the tremendous success of Mobile Pro for iPhone® and iPod Touch®, we're thrilled to be on board with the launch of the new iPad," said Michael Curcio, President, E*TRADE Securities. "With more and more consumers turning to mobile devices to stay on top of the markets and their money, E*TRADE is focused on providing a smooth, secure mobile environment for customers to access their accounts and interact with the markets."

Available free via the App Store, E*TRADE Mobile Pro for iPad features many of the same interface, security, trading and cash management features available at www.etrade.com, allowing users to:

- View real-time streaming stock and options quotes
- Trade stocks during regular market and extended hours sessions¹
- View orders, alerts, news, charts, watch lists and portfolios
- View a "Complete View" of all E*TRADE brokerage and bank accounts
- Make secure transactions backed by the E*TRADE Complete Protection Guarantee²
- View live streaming CNBC TV³ for Power E*TRADE⁴ customers

To learn more about E*TRADE Mobile Pro, visit <http://www.etrade.com/mobile>.

iPad is a trademark of Apple Inc. iPhone and iPod Touch are registered trademarks of Apple Inc.

¹Extended Hours Trading (12-hour session) involves unique risks, which include greater price volatility, less liquidity and wider bid/ask. E*TRADE Securities cannot guarantee that Extended Hours Trading will give the best price for any given stock or that all such orders will be executed. Orders are executed solely during open market hours.

²E*TRADE Securities LLC or E*TRADE Bank will cover any loss that results from the unauthorized use of our brokerage, banking or lending services. E*TRADE Securities will restore to your account cash and/or shares of securities equal to the amount of cash and/or shares of securities in your account at the time of any unauthorized activity. "Loss" does not include any tax consequences. Any unauthorized trades will be reversed and positions will be reinstated.

³CNBC streaming news and the CNBC logo are provided for informational purposes only under a license agreement with CNBC, Inc. Neither E*TRADE FINANCIAL nor any of its affiliates are responsible for its content and no information presented constitutes a recommendation by E*TRADE FINANCIAL or its affiliates to buy, sell or hold any security, financial product or instrument discussed therein or to engage in any specific investment activity.

⁴The Power E*TRADE Pro trading platform is available at no additional charge to Power E*TRADE active trader customers who execute at least 30 stock or options trades during a calendar quarter. To continue receiving access to this platform, you must execute at least 30 stock or options trades by the end of the following calendar quarter.

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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