

FOR IMMEDIATE RELEASE

E*TRADE Financial Media Relations Contact

Susan Hickey
646-521-4675
susan.hickey@etrade.com

E*TRADE Financial Investor Relations Contact

Brett Goodman
646-521-4406
brett.goodman@etrade.com

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

New York, May 28, 2010 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the upcoming Sandler O'Neill + Partners Global Exchange and Brokerage Conference. A webcast of the presentation will be accessible through the E*TRADE Financial Investor Relations website at <https://investor.etrade.com>.

Sandler O'Neill + Partners Global Exchange and Brokerage Conference

Thursday, June 3, 2010

New York, NY, at 8:00 a.m. EDT

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

Important Notices

E*TRADE Financial, E*TRADE and the E*TRADE logo are trademarks or registered trademarks of E*TRADE Financial Corporation.

© 2010 E*TRADE Financial Corporation. All rights reserved.

###