

FOR IMMEDIATE RELEASE

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E*TRADE CORPORATE SERVICES RATED HIGHEST AMONG BROKER PLAN ADMINISTRATORS IN OVERALL CUSTOMER SATISFACTION AND LOYALTY

GROUP FIVE Benchmark Study Examines Relationship between Plan Sponsors and Stock Plan Service Providers

New York, NY – September 23, 2010 – E*TRADE FINANCIAL Corp. (NASDAQ: ETFC) today announced that E*TRADE Corporate Services rated highest in overall satisfaction and loyalty among broker plan administrators for full and partial outsourced stock plan administration by GROUP FIVE, a consulting and research firm. Equity Edge[®], E*TRADE's stock plan management and reporting software, received GROUP FIVE's highest satisfaction rating among commercial plan administration systems. This is the second year running that E*TRADE has received the top rating, as reported in the 10th annual Stock Plan Administration Benchmarking Study, a survey that examines plan sponsors' client satisfaction with stock plan administration services and systems.

Group FIVE's 2010 Stock Plan Administration Benchmarking Study is an independent survey of some of the largest providers of partial and full outsourced stock plan administration services and commercial systems for internal plan administration.

"For more than 25 years, E*TRADE has been dedicated to delivering superior customer service and providing our clients with innovative, flexible and easy-to-use technology, solutions and tools," said James Wulforst, President, E*TRADE Corporate Services. "The results from GROUP FIVE truly highlight our industry expertise and emphasize our ongoing commitment to our clients and their employees."

The GROUP FIVE study concluded that E*TRADE had the highest satisfaction rating for its plan participant website and telephone service to plan participants among both partially and fully outsourced administrators.

E*TRADE Corporate Services offers flexible, easy-to-use and powerful solutions for complete equity compensation management, including support for all equity vehicles, online and offline solutions, and seamless access to the E*TRADE Securities trading platform for plan participants. E*TRADE Corporate Services is a premier provider of equity compensation management tools and is the equity compensation provider for many of the world's top companies including 20 percent of the S&P 500.

To learn more about E*TRADE Corporate Services, the Equity Edge product line or equity compensation consulting services, please visit: www.etrade.com/corporateservices.

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 and managing employee stock plans. 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). Employee stock plan solutions are offered by E*TRADE Financial Corporate Services, Inc. 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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