



**FOR IMMEDIATE RELEASE**

**E\*TRADE Financial Media Relations Contact**

Susan Hickey  
646-521-4675  
[susan.hickey@etrade.com](mailto:susan.hickey@etrade.com)

**E\*TRADE Financial Investor Relations Contact**

Brett Goodman  
646-521-4406  
[brett.goodman@etrade.com](mailto:brett.goodman@etrade.com)

**E\*TRADE DEBUTS NEW TOOLS FOR OPTIONS TRADERS**

**NEW YORK, October 26, 2011** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today announced that E\*TRADE Securities LLC has introduced a suite of powerful tools designed to help options traders quickly and easily identify and analyze potential investment opportunities, and explore and compare a wide array of options trading strategies.

Available to all options-enabled customers on both [www.etrade.com](http://www.etrade.com) and E\*TRADE Pro, E\*TRADE's customizable desktop trading platform for active traders, the sophisticated, yet easy-to-use options tools include:

- **Strategy Optimizer:** Analyzes potential options trading strategies based on an investor's target stock, ETF or index price, market outlook, time horizon and investment amount, and compares strategies for maximum gain or loss potential and estimated return on investment.
- **Options Analyzer:** Performs hypothetical analysis for potential investment opportunities across different time frames; graphically charts potential profit or loss for existing positions, new positions, or both for a given underlying price range.
- **Probability Calculator:** Leverages a powerful database of historical volatility data to help customers determine the probability that a stock, ETF or index will close inside or outside of a certain price range at the time frame and volatility specified.
- **Options Screener:** Screens the markets for options and underlying securities that meet certain criteria; investors may choose from predefined screens or create their own custom-built screen to spot investment opportunities in real-time.

"Investors are increasingly adding options to their investing strategies to hedge against risk and protect their portfolios through volatile markets," said Christopher Larkin, SVP, Retail Trading and Client Services, E\*TRADE Securities. "E\*TRADE's new tools analyze and help simplify complex options markets and strategies, helping beginner to advanced options traders quickly and easily identify the right opportunities for their investing needs."

In addition to tools and research, E\*TRADE offers free access to a broad selection of educational tutorials, videos, webinars, and live events tailored to beginner to advanced options investors. To learn more about options investing, visit [www.etrade.com/education](http://www.etrade.com/education).

#### **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. More information is available at [www.etrade.com](http://www.etrade.com).

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