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E*TRADE ANNOUNCES PLANS TO ADVERTISE IN SUPER BOWL® XLV

***New Integrated Campaign Designed to Drive Engagement
During and Beyond the Big Game***

New York, January 21, 2011 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that E*TRADE Securities LLC will return to the biggest advertising event of the year with two new Talking Baby commercial spots slated to debut during and immediately following the FOX television network broadcast of Super Bowl XLV on Feb. 6, 2011. This marks the company's fifth consecutive year of advertising during the game.

"Our Super Bowl spots have proven to be an effective component of E*TRADE's integrated campaign communicating how E*TRADE empowers investors with the tools, technology and services needed to take control," said Nick Utton, Chief Marketing Officer, E*TRADE. "And with many viewers expected to engage through social media, and nearly one in three Americans likely to view the commercials online after the game, our new campaign will create a compelling, memorable, viral interaction with the E*TRADE brand and iconic Talking Baby."

According to a recent survey of American consumers commissioned by E*TRADE, approximately half (47 percent) of those who plan to watch this year's Super Bowl expect to communicate with others during the game via social media or text messaging. Of those who plan to stay connected during the Big Game, 63 percent expect to use Facebook®, compared with eight percent who expect to use Twitter®; and nearly one third of viewers indicated they plan to communicate about the advertising.

E*TRADE's Super Bowl advertisements will be part of a new fully-integrated campaign launching this month, which includes a selection of new Talking Baby and product-centric

“Passion” campaign spots. To maximize the investment and reach of the Super Bowl ads before, during and after the game, the campaign’s online presence will include:

- Real-time updates from the Talking Baby on [Twitter](#) and [Facebook](#)
- Redesigned E*TRADE [BabyMail](#) Big Game Edition featuring football-themed backgrounds and customizable talking baby messages viewers can share with friends before, throughout and after the game
- Redesigned [YouTube](#)® BrandChannel featuring E*TRADE’s most popular commercials and videos

“We’re thrilled to be returning to the Super Bowl and are confident this will be our most memorable, most effective campaign yet,” Utton said. “With estimates of 100 million-plus captivated viewers – including a high percentage of affluent investors – no other event offers better reach and scale for our brand than the Big Game.”

In fact, according to the survey, affluent Americans - or those with the highest level of income - are more likely to watch the Super Bowl than those with lower incomes. The survey also found that nearly half (46 percent) of viewers are equally or more interested in the commercials compared to the game.

The new advertising campaign is created by Grey New York, E*TRADE’s advertising agency of record since 2007.

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Editor's Note

A telephone survey was conducted by ORC International, an Infogroup company, among a national probability sample of 1,009 adults comprising 504 men and 505 women 18 years of age and older, living in private households throughout the continental United States. Interviewing was completed during the period of January 6-9, 2011. The margin of error for the survey was +/- 3 percentage points.

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

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