



E*TRADE Financial Corporation Announces Fourth Quarter and Full-Year 2010 Earnings Conference Call

January 7, 2011

NEW YORK--(BUSINESS WIRE)-- E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will report its fourth quarter and full-year 2010 financial results after the close of the U.S. financial markets on Wednesday, January 26, 2011. The Company will host a conference call to discuss the results at 5:00 p.m. (EST). This conference call will be available to domestic participants by dialing 800-683-1525 and 973-872-3197 for international participants. The conference ID number is 33857489. A live audio webcast and replay of this conference call will also be available at <https://investor.etrade.com>.

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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Source: E*TRADE Financial Corporation

News Provided by Acquire Media