

## FOR IMMEDIATE RELEASE

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## **E\*TRADE LAUNCHES ONLINE INVESTMENT COMMUNITY**

*The E\*TRADE Community provides customers a platform to interact with — and tap into the collective knowledge of — other passionate E\*TRADE customers*

**New York, March 14, 2011** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today announced that E\*TRADE Securities LLC has introduced E\*TRADE Community, the next generation social networking platform for investors. Designed for retail brokerage customers of all levels of knowledge and activity, the E\*TRADE Community provides access to peer knowledge by enabling like-minded investors to connect with each other, share ideas, and validate their investment strategies.

“Social networking is playing an increasing role in how individual investors plan their finances,” said Michael Curcio, President, E\*TRADE Securities. “The E\*TRADE Community is an extension of our educational offering for customers looking to supplement what they learn from more traditional sources. Our customers appreciate access to the knowledge and strategies of like-minded individuals.”

The E\*TRADE Community is available for most retail brokerage account types, and all E\*TRADE customers can view E\*TRADE Community activity to get information, insights and strategies, without joining as a member. E\*TRADE Community members can also:

- **Take the pulse of the community:** Members can gauge real-time sentiment on the markets (bullish to bearish), view the most actively-traded and widely held stocks at E\*TRADE, and view top performing community members.
- **Find and share ideas:** Members can start discussions and provide buy, sell and hold opinions on individual stocks.
- **Customize member profiles:** Members are required to create a profile, and may choose to share recent trading activity, account performance and investment objectives, and upload profile pictures.
- **Follow other members:** Members can learn what stocks other like-minded investors are trading and follow them to learn how they achieved their results.

With the E\*TRADE Community, E\*TRADE is taking the opportunity to better understand customer sentiment — while deepening client engagement, providing a platform to share ideas, and building brand loyalty. Members are encouraged to share information on their investment styles and portfolio holdings, and E\*TRADE has taken all necessary precautions to protect customers' personal information including names, account numbers and account values.

"The E\*TRADE customer base is the ideal group to adopt the community concept," Curcio continued. "Our customers are highly-engaged, self-directed, and comfortable with technology and social networking. We are confident that E\*TRADE customers will embrace the E\*TRADE Community."

For more information, visit [www.etrade.com/community](http://www.etrade.com/community).

The E\*TRADE Community is provided as a service only. Neither E\*TRADE Financial Corporation or its affiliates provide investment advice or recommend any particular trading strategy. Customers must consider their own risk tolerance, time horizon and investment objectives before taking part in any particular trading strategy. There can be no assurance of any particular outcome or that a customer's experience will be similar to that of other members of the E\*TRADE Community.

#### **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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