

**FOR IMMEDIATE RELEASE**

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**E\*TRADE FINANCIAL CORPORATION ANNOUNCES  
UPCOMING SPEAKING ENGAGEMENT**

**New York, March 2, 2011** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the Raymond James 32<sup>nd</sup> Annual Institutional Investors Conference on March 9, 2011. A webcast of the presentation will be accessible through the E\*TRADE Financial Investor Relations website at <https://investor.etrade.com>.

**Raymond James 32<sup>nd</sup> Annual Institutional Investors Conference**

Wednesday, March 9, 2011  
Orlando, FL, at 8:40 a.m. EST  
Matthew Audette, Chief Financial Officer

**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.

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