

## FOR IMMEDIATE RELEASE

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## **E\*TRADE HOSTS 25<sup>TH</sup> ANNUAL DIRECTIONS CONFERENCE**

*Leading Companies Gather to Address the Latest Equity Compensation Trends, Challenges and Solutions*

*Global Workforces and Financial Reporting Present the Most Pressing Equity Compensation Challenges for Companies, According to E\*TRADE Corporate Services Clients*

**MIAMI, FL – APRIL 26, 2011** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today announced that E\*TRADE Financial Corporate Services will bring together more than 400 equity compensation professionals at the 25<sup>th</sup> annual E\*TRADE Directions conference to address the most pressing equity compensation challenges facing companies today.

Representatives from an estimated 225 companies will gather this week at the Loews Hotel Miami Beach to discuss reporting practices, administration, plan design, international challenges, employee education, communication and other critical topics related to equity compensation – and to learn more about the latest equity compensation solutions offered by E\*TRADE.

“Global workforces, reporting requirements and talent retention are among the key issues companies face today, and E\*TRADE Directions is designed to help equity compensation professionals tackle those issues with smart solutions in an interactive, dynamic and educational environment,” said James Wulforst, President, E\*TRADE Corporate Services. “We are delighted to welcome clients to our 25<sup>th</sup> annual conference where they’ll hear from an impressive list of speakers, network with peers, and leave armed with best practices and practical solutions.”

E\*TRADE Directions 2011 will feature award-winning author and financial journalist Jean Chatzky as keynote speaker. Issues and trends in equity compensation including mergers and acquisitions, compliance in a mobile world, global and reporting challenges, and online integration, among others, will be covered in seminars and roundtable discussions. Companies set to present and participate in the event include, but are not limited to:

- Baker & McKenzie LLP
- Orrick, Herrington & Sutcliffe LLP
- PricewaterhouseCoopers
- Prudential Financial, Inc.

- Radford, an Aon Hewitt Company
- Tesla Motors
- Winston & Strawn LLP

E\*TRADE Corporate Services is a premier provider of equity compensation management tools and is the equity compensation provider for many of the world's top companies including 22 percent of the S&P 500.

In 2010, E\*TRADE Corporate Services rated highest in overall satisfaction and loyalty among broker plan administrators for full and partial outsourced stock plan administration by GROUP FIVE, a consulting and research firm. Equity Edge<sup>®</sup>, E\*TRADE's stock plan management and reporting software, received GROUP FIVE's highest satisfaction rating among commercial plan administration systems.

E\*TRADE Corporate Services offers flexible, easy-to-use and powerful solutions for complete equity compensation management, including support for all equity vehicles, online and offline solutions, and seamless access to the E\*TRADE Securities trading platform for plan participants.

To learn more about E\*TRADE Corporate Services, the Equity Edge product line or equity compensation consulting services, please visit: [www.etrade.com/corporateservices](http://www.etrade.com/corporateservices).

#### **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 and managing employee stock plans. 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). Employee stock plan solutions are offered by E\*TRADE Financial Corporate Services, Inc. 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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