

FOR IMMEDIATE RELEASE

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CELEBRATE MOMS WITH E*TRADE TALKING BABYMAIL E-CARDS

NEW YORK, May 03, 2011 – E*TRADE Financial Corp. today announced the launch of [E*TRADE BabyMail for Mother's Day](#) – a fun, free widget allowing users to create and send their own personalized, animated talking baby messages with just a few clicks of the mouse.

Simply upload a personal photo or select one of E*TRADE's talking babies, match up facial points, and type or record a brief Mother's Day message, and a customized talking "BabyMail" complete with flowers will be ready for delivery.

E*TRADE BabyMail for Mother's Day is available at www.etradebabymail.com and can be shared via email, Facebook and Twitter, or by embedding into a personal blog or web page.

The E*TRADE BabyMail site has had over 2.5 million visitors to date.

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. More information is available at www.etrade.com.

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