

**FOR IMMEDIATE RELEASE**

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

**New York, June 2, 2011** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the Sandler O'Neill + Partners Global Exchange and Brokerage Conference on June 9, 2011. A live webcast and replay will be accessible through the E\*TRADE Financial Investor Relations website at <https://investor.etrade.com>.

**Sandler O'Neill + Partners Global Exchange and Brokerage Conference**

Thursday, June 9, 2011  
New York, NY, at 8:30 a.m. EDT  
Steven Freiberg, Chief Executive 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. More information is available at [www.etrade.com](http://www.etrade.com).

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