

FOR IMMEDIATE RELEASE

E*TRADE Financial Media Relations Contact

Susan Hickey

646-521-4675

susan.hickey@etrade.com

MAKE DAD LAUGH WITH E*TRADE TALKING BABYMAIL E-CARDS

NEW YORK, June 6, 2011 – E*TRADE Financial Corporation today announced the launch of its first ever [E*TRADE BabyMail for Father'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. If your dad has a sense of humor, he'll love a personalized talking BabyMail for Father's Day.

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

E*TRADE BabyMail for Father'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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