

**FOR IMMEDIATE RELEASE**

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**E\*TRADE CORPORATE SERVICES TOP-RATED IN SATISFACTION AND LOYALTY  
AMONG STOCK PLAN ADMINISTRATORS FOR THIRD CONSECUTIVE YEAR**

***Group Five Annual Benchmark Study Examines Relationships between Plan Sponsors  
and Stock Plan Administrators; Plan Sponsors Rate E\*TRADE Corporate Services #1  
among Commercial Plan Administration Systems***

**NEW YORK, September 13, 2011** – E\*TRADE Financial Corporation (NASDAQ: ETFC) announced today that E\*TRADE Financial Corporate Services, Inc. (“E\*TRADE Corporate Services”) and Equity Edge®, E\*TRADE’s stock plan management and reporting software, received top-ratings in overall satisfaction and loyalty among stock plan administrators for the third year in a row, according to corporate services research company Group Five.

In Group Five’s 11<sup>th</sup> Annual Stock Plan Administration Benchmarking Study – a survey that examines plan sponsors’ client satisfaction and loyalty with stock plan administration services and systems – E\*TRADE Corporate Services received the #1 and highest overall satisfaction rating among partially outsourced plan administrators, as well as the highest percentage of clients likely to recommend E\*TRADE Corporate Services to a friend or colleague among all plan administrators in the industry.

“Year-over-year, E\*TRADE Corporate Services invests in and delivers powerful products, services and technologies to support and empower stock plan administrators and participants, as well as finance and HR executives,” said James Wulforst, President of E\*TRADE Corporate Services. “We’re thrilled our clients recognize our commitment to providing unparalleled service and support, and we plan to continue building on our momentum as a leading provider of equity compensation solutions.”

The following key enhancements were recently introduced to E\*TRADE Corporate Services clients:

- **Private Client Group** – a new program offering key clients and executives experienced, locally based E\*TRADE Securities Financial Consultants to support their stock plan and investing strategies
- **New Welcome Center** – designed for easy navigation to learn about unique tools and resources available to customers of E\*TRADE Securities
- **Enhanced Client Resource Center** – provides tools to support clients with executive and global compensation plans, education and training resources, and an online

community where E\*TRADE Corporate Services clients can interact and share knowledge and information

- **Expanded Training Programs** – learning programs ranging from consulting engagements, E\*TRADE Corporate Services' annual Directions conference, educational webinars, regional forums, and more

Additionally, E\*TRADE Corporate Services recently marked a key milestone, successfully deploying its 130<sup>th</sup> client on Equity Edge Online™, E\*TRADE's web-based equity compensation management platform. Mr. Wulforst commented, "Equity Edge Online is a single platform that provides streamlined support for the administration, tracking and reporting of today's complex equity compensation plans. We are delighted with client response to the platform and look forward to more clients benefitting from the convenience, efficiency and resources Equity Edge Online offers."

### **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).

### **About Group Five**

Group FIVE's 2011 Stock Plan Administration Benchmarking Study is an independent survey of some of the largest providers of partial and full outsourced stock plan administration services and commercial systems for internal plan administration.

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