

FOR IMMEDIATE RELEASE

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

New York, September 6, 2011 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the Barclays Capital Global Financial Services Conference on September 13, 2011. A live webcast and replay will be accessible through the E*TRADE Financial Investor Relations website at <https://investor.etrade.com>.

Barclays Capital Global Financial Services Conference

Tuesday, September 13, 2011
New York, NY, at 8:15 a.m. EDT
Matthew Audette, Chief Financial 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.

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