



FOR IMMEDIATE RELEASE

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**ETRADE INTRODUCES ONESTOP ROLLOVER, A FASTER, EASIER WAY
TO ROLLOVER AN OLD 401(K) INTO A PROFESSIONALLY MANAGED ACCOUNT**

*Rollover IRA that Automatically Invests and Keeps Individuals on Track
Toward Retirement Goals*

NEW YORK, October 2, 2012 – E*TRADE today introduced [OneStop Rollover](#), an online program that makes it faster and easier for individual investors to invest their 401(k) savings from a previous employer into a professionally-managed portfolio. In addition to simplifying the rollover process, E*TRADE is addressing the growing interest of investors to have a professional review their investment allocations and manage their portfolios day-to-day.

A recent E*TRADE study found that 37 percent of adults in the U.S. would like to work with a professional to help manage their retirement accounts but don't think they have enough savings and investments to do so. In addition, results showed that 56 percent of U.S. adults think that managing an IRA requires more financial know-how than they have right now. E*TRADE's OneStop Rollover, with only a \$25,000 minimum, is a great solution for investors who would like professional guidance in planning for their future retirement.

By answering a few simple questions in E*TRADE's online IRA application, investors will receive a recommendation for a diversified portfolio, comprised of ETFs or mutual funds, tailored to suit their retirement goals and risk tolerance. When the rollover deposit arrives, it is automatically invested in the portfolio that the investor reviewed and approved. The investor also benefits from on-going automatic rebalancing of their assets by a team of professionals who consistently monitor account performance, eliminating the time, burden and potential stress associated with the day-to-day management of retirement investments.

"Many investors realize that leaving a 401(k) at a former employer may not be in their best interests, however they are often reluctant to start the rollover process because they are unaware of their choices or overwhelmed by the steps involved," explained Lena Haas, SVP, Investing and Retirement at E*TRADE. "With the OneStop Rollover, E*TRADE now offers a faster, easier way to invest retirement savings." In addition, E*TRADE provides access to dedicated Rollover Specialists to further simplify the process of transferring 401(k) assets from a previous employer.

The introduction of OneStop Rollover coincides with the implementation of federal law that requires full fee disclosure to each individual 401(k) account. “High fees can have a staggering impact on portfolio returns,” Ms. Haas said. According to research by Demos¹, a two-earner household, where each partner earns the median income for their gender each year over their working lifetime, will pay an average of \$154,794 in 401(k) fees and lost returns.

“We believe the new 401(k) fee disclosures are a real wake-up call for investors to look at their 401(k) expenses and move their 401(k) assets when appropriate,” Ms. Haas continued. “E*TRADE provides many low cost investing alternatives and now we offer a uniquely simplified professional money management experience for 401(k) rollovers.”

Survey Methodology

This survey was conducted online within the United States by Harris Interactive on behalf of E*TRADE from August 20-22, 2012 among 2,399 adults ages 18 and older. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Jaime Stein (646-521-4418; jaime.stein@etrade.com.)

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. Advisory products and services, including OneStop Rollover, are offered through E*TRADE Capital Management LLC an investment adviser registered with the Securities and Exchange Commission. A copy of E*TRADE Capital Management's Form ADV Part 2A, which describes, among other things, affiliations, services offered and fees charged, is available at no cost upon request. Securities products and services, including Investing & Retirement Solutions and Rollover Specialists, 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 and affiliates. More information is available at www.etrade.com. ETFC-G

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Forward-Looking Statements: The statements contained in this news release that are forward looking are based on current expectations that are subject to a number of uncertainties and risks, and actual results may differ materially. The uncertainties and risks include, but are not limited to, potential changes in market activity, anticipated changes in the rate of new customer acquisition and in rate of net acquisition of brokerage accounts and assets, macro trends of the economy in general and the residential real estate market, instability in the consumer credit markets and credit trends, potential changes in liability relating to auction rate securities, increased mortgage loan delinquency and default rates, portfolio growth, portfolio seasoning and resolution through collections, sales or charge-offs, the uncertainty surrounding

¹ Hiltonsmith, Robert. (May 29, 2012). The Retirement Savings Drain: Hidden & Excessive Costs of 401(k)s. Retrieved from the website: www.demos.org

the foreclosure process, and the potential negative regulatory consequences resulting from the implementation of financial regulatory reform as well as from actions by or potentially more restrictive policies or interpretations of the Federal Reserve and the Office of the Comptroller of the Currency or other regulators. Further information about these risks and uncertainties can be found in the annual, quarterly, and current reports on Form 10-K, Form 10-Q, and Form 8-K previously filed by E*TRADE Financial Corporation with the Securities and Exchange Commission (including information in these reports under the caption "Risk Factors"). Any forward-looking statement included in this release speaks only as of the date of this communication; the Company disclaims any obligation to update any information.

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