

FOR IMMEDIATE RELEASE

E*TRADE Financial Media Relations Contact

Robert Horton
646-521-4418
mediainq@etrade.com

E*TRADE Financial Investor Relations Contact

Brett Goodman
646-521-4406
brett.goodman@etrade.com

**E*TRADE FINANCIAL CORPORATION ANNOUNCES
THIRD QUARTER 2012 EARNINGS CONFERENCE CALL**

NEW YORK, October 5, 2012 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will report its third quarter 2012 financial results after the close of the U.S. financial markets on Thursday, October 18, 2012. The Company will host a conference call to discuss the results at 5:00 p.m. EDT. Domestic participants can access the call directly by dialing (888) 754-4437 and for international participants +44 (0) 800 528-0638 or (212) 271-4651. A live audio webcast and replay will also be available at <https://investor.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. 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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