



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
UPCOMING SPEAKING ENGAGEMENT**

NEW YORK, November 19, 2012 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the KBW Securities Brokerage & Market Structure Conference. A live webcast and replay will be accessible through the E*TRADE Financial Investor Relations website at <https://investor.etrade.com>.

KBW Securities Brokerage & Market Structure Conference

Wednesday, November 28, 2012
New York, NY, at 8:45 a.m. EST
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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