

**FOR IMMEDIATE RELEASE**

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**E\*TRADE INTRODUCES CONVENIENT WAY  
TO MAKE CHARITABLE CONTRIBUTIONS**

*Customers Can Now Donate Shareholdings to ShareGift USA*

**NEW YORK, December 12, 2012** – E\*TRADE today announced the launch of a voluntary program that enables customers to donate small or unwanted shareholdings to a charitable organization, ShareGift USA.

“We’re giving customers a practical way to become part of the collective giving effort this holiday season, or anytime throughout the year,” said Michael Curcio, President, E\*TRADE Securities. “Now customers can conveniently put found money to good use by donating shareholdings to charity.”

Through a new program with ShareGift USA, available on [etrade.com](http://etrade.com), E\*TRADE customers now have a simple and cost-effective way to donate small or unwanted shareholdings, that may cost more to sell than the shares are worth, to organizations that support education, health, human services, public society, the environment, and international causes.

At the customer’s request, E\*TRADE will transfer shares to ShareGift USA. ShareGift USA will then aggregate donations, sell them and give the proceeds to pre-determined charitable organizations with demonstrated track records and high efficiency ratings. Each donation is followed by a receipt from ShareGift USA, indicating the value of the contribution, which can be used for tax purposes. Participation in this collective giving effort is voluntary, and ShareGift USA is able to accept as little as just a few shares or even fractional shares.

E\*TRADE is committed to making a positive impact by supporting local and national non-profit organizations with employee volunteer hours and corporate contributions. ShareGift USA’s mission is to use “found money” to facilitate charitable giving, and through this new program, E\*TRADE now offers its customers a convenient and easy way to contribute.

To learn more about E\*TRADE, visit [www.etrade.com](http://www.etrade.com).

To learn more about ShareGift USA, visit [sharegiftusa.org](http://sharegiftusa.org).

**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, including the ShareGift USA program, 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](http://www.etrade.com).

**About ShareGift USA**

ShareGift USA, a registered 501(c)(3) charity, collects minor, unwanted or dormant shareholdings held by individuals, aggregates them, sells them and gives the proceeds to charity. ShareGift USA donates the proceeds to charities which reflect the philanthropic patterns of generous Americans, focusing on education, healthcare, human services, public society, the environment and international causes. Such charities have included: Teach For America, The American Cancer Society, Juvenile Diabetes Research Foundation International, The Trust for Public Land, Wounded Warrior Project and CARE.

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