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E*TRADE Financial Media Relations Contact

Lea Stendahl
646-521-4418
lea.stendahl@etrade.com

E*TRADE Financial Investor Relations Contact

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

E*TRADE ANNOUNCES ADVERTISING PLANS FOR SUPER BOWL® XLVI

Talking Baby Returns with New Ad Campaign Focused on “Life Events”

NEW YORK, January 20, 2012 – E*TRADE Financial Corp. (NASDAQ: ETFC) today announced that E*TRADE Securities LLC will return to the biggest advertising event of the year with a new Talking Baby commercial slated to debut during the NBC television network broadcast of Super Bowl XLVI on February 5, 2012. This marks the fifth anniversary of the iconic E*TRADE Baby campaign. An additional new Baby spot will be debuted this weekend during the AFC and NFC conference championships.

The new Baby ad is part of an integrated multi-channel campaign that highlights the full range of products and services E*TRADE offers to help investors plan their financial future, available both online at etrade.com and through the firm’s growing network of financial consultants and retail branches.

“We’re thrilled to announce the E*TRADE Baby is back to make his fifth consecutive appearance in the big game,” said Nick Utton, Chief Marketing Officer at E*TRADE. “The Baby has become an iconic brand ambassador that has enabled us to capture the imaginations of investors and effectively showcase the benefits of our investment solutions in a memorable and entertaining way.”

The Super Bowl spot, one of a series of new ads planned for 2012, features the E*TRADE Baby interacting with people facing special life events that trigger a need to consider financial planning.

“As E*TRADE continues to evolve its strategy and service offering beyond trading to serve investors’ full range of financial needs both near- and long-term, so too has our marketing strategy,” said Mr. Utton. “Our evolved approach keeps our campaign fresh and engaging by featuring meaningful life events that people can easily relate to, and providing a unique Baby perspective on the E*TRADE investing solutions available to help them.”

According to a recent survey commissioned by E*TRADE, approximately one-in-three (32%) of those who plan to watch this year’s Super Bowl expect to communicate with others during the

game via Facebook® and/or Twitter®. To maximize the investment and reach of the Super Bowl ad before, during and after the game, the campaign's online presence will include:

- A new viral video featuring "Top Ten Baby Moments"
- Real-time updates from the Talking Baby on [Facebook](#) and [Twitter](#)
- Redesigned [YouTube](#)® Brand Channel featuring E*TRADE's most popular commercials and videos

In addition to the new Super Bowl spot, E*TRADE will launch a new series of *Investing Solutions* television spots in February, showcasing products, people and tools in a unique demo format that presents a compelling case for choosing E*TRADE.

The campaign was created by Grey New York, E*TRADE's advertising agency of record since 2007.

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Editor's Note

A dual frame telephone survey was conducted by ORC International's CARAVAN® Services among two national probability samples, which, when combined consists of 1,012 adults comprising 505 men and 507 women 18 years of age and older living in private households in the continental United States. For this survey 762 interviews were conducted from a landline sample and 250 interviews from a cell phone sample. Interviewing was completed during the period of January 12-15, 2012. The margin of error for the survey was +/- 3 percentage points at a 95% confidence level.

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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