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**E\*TRADE LAUNCHES NEW ONLINE INVESTING EXPERIENCE**

*Introducing the New E\*TRADE 360 Investing Dashboard and Redesigned etrade.com*

**NEW YORK, February 16, 2012** – E\*TRADE Financial Corp. (NASDAQ: ETFC) today announced that E\*TRADE Securities LLC has launched a leading-edge online investing experience, with the “E\*TRADE 360” investing dashboard for customers and a new public website ([www.etrade.com](http://www.etrade.com)).

“The launch of E\*TRADE 360 and the new public website represents a significant advancement in our commitment to provide a best-in-class experience for both customers and visitors alike,” said Michael Curcio, President, E\*TRADE Securities.

**E\*TRADE 360**

E\*TRADE’s new online investing dashboard, E\*TRADE 360, is now available to all customers. Regardless of a customer’s level of investing expertise, E\*TRADE 360 makes online investing faster, easier and more powerful with a host of new features, such as:

- One-Page Dashboard – graphical, at-a-glance display of investment performance, allocation and account balances
- Customizable Views – personalize favorite features based on investing style, including:
  - Positions – monitor real-time performance of holdings, number of shares and daily gain/loss
  - Watch Lists – track account holdings, as well as securities of potential interest
  - Detailed Quotes – with news, charts and options chains
  - Integrated Trade Ticket – place stock and options trades right from the page
  - Quick Transfer – secure transfer of funds at E\*TRADE and elsewhere
- Integrated Streaming Quotes – currently available to active trading clients, this will eventually be extended to all customers

“Our goal in developing E\*TRADE 360 has been to deliver a fully dynamic and customizable interface enabling customers to view and access the information that matters most to them based on individual preferences and investing style,” Mr. Curcio continued.

## **E\*TRADE.com**

E\*TRADE's new public [website](#) delivers a sophisticated and intuitive design interface, and free access to education, inspiring content and investment planning resources. Visitors to [etrade.com](#) can expect an informative and interactive experience as they explore how E\*TRADE can help them reach their financial goals – whether they're new to online investing, an experienced investor or an active trader.

Key features and benefits of the new public website include:

- *Intuitive Interface* – simplified navigation and improved access to resources and information
- *Personalization* – content based on investment objectives and experience levels
- *Enhanced Content* – greater access to free educational resources and tools for decision-making and guidance

"For visitors to the public website, we've worked to implement meaningful enhancements and access to information and tools that demonstrate the quality and scope of E\*TRADE's offering, and provide a glimpse into the full capability and functionality of our investing platform," Mr. Curcio added.

To learn more about E\*TRADE 360, click [here](#).

Click [here](#) to visit the new [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](http://www.etrade.com).

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