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E*TRADE RECOGNIZED FOR CUSTOMER SERVICE EXCELLENCE

*E*TRADE wins 2011 International Service Excellence Award*

NEW YORK, February 1, 2012 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced it has been awarded the 2011 International Service Excellence Award in the Contact Center category. The award, presented annually by the Customer Service Institute of America and the International Council of Customer Service Organizations, recognizes organizations and individuals for commitment to service excellence, professionalism and outstanding achievement.

"It is extremely gratifying to be recognized for the commitment E*TRADE has made to deliver a best-in-class customer experience," said Michael Curcio, President of E*TRADE Securities. "This award is a testament to the hard work and dedication of our team members, and their focus on providing the highest levels of satisfaction possible in every customer interaction."

This award follows numerous enhancements E*TRADE has made to transform the customer experience, including integrating customer feedback, implementing new service technologies, reengineering processes, and empowering service representatives. The investments have resulted in a notable lift in customer engagement and service satisfaction scores.

Each year, the Customer Service Institute of America - the organization that manages the International Service Excellence Award - reviews entrants based on a proven demonstration of consistently high levels of service delivery. The judging committee consists of representative senior business and public sector individuals actively involved in the customer service industry.

"Our judges were pleased with the attention to detail and level of service exhibited by E*TRADE," said Christine Churchill, Executive Director, Customer Service Institute of America. "We were thoroughly impressed with the care E*TRADE took in managing the customer experience and involving the customers in the design of product and service delivery."

About E*TRADE Financial

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