

FOR IMMEDIATE RELEASE

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E*TRADE UNVEILS SUPER BOWL® XLVI ADVERTISEMENT

*E*TRADE Baby Returns to Show How Financial Consultants Can Help Investors
Plan for Their Families' Futures*

NEW YORK, February 3, 2012 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that E*TRADE Securities LLC has unveiled a new 30-second “Talking Baby” advertisement which will run during the NBC® television network broadcast of Super Bowl XLVI.

To view the multimedia assets associated with this press release, please click:
<http://www.multivu.com/mnr/54519-e-trade-commercial-baby-super-bowl-advertisements-ads>

The Super Bowl spot, entitled “Fatherhood,” features the E*TRADE Baby reassuring a nervous new dad about planning for his newborn daughter’s future with help from Financial Consultants at E*TRADE.

To view E*TRADE’s 2012 Super Bowl spot, visit <http://www.youtube.com/etrade>.

“As we celebrate our 5th year with the E*TRADE Baby, we’re focused on building on our momentum by ensuring the campaign remains memorable and iconic, and also says something new about E*TRADE’s offerings. With that in mind, this year’s approach features the Baby interacting with people facing important real-life events that trigger a need to consider investing,” said Nick Utton, Chief Marketing Officer of E*TRADE Financial Corporation.

“While E*TRADE is well-known for leading trading products, our new ad highlighting Financial Consultants provides a new perspective on the wide breadth of products, services and people available to help investors meet their long-term financial planning needs,” said Utton.

The Baby ad is part of a comprehensive new marketing campaign spanning television, print, online and social media, which includes:

- A second new Baby television spot called “[Best Man](#)”
- A series of Investing Solutions television commercials, launching in February, showcasing E*TRADE 360, Retirement and E*TRADE Pro
- Print and online executions aligned to the recently launched new etrade.com website
- Online advertising integration with key sites including CNNMoney.comTM and WSJ.com[®], MSN.comTM, Yahoo![®], Google[®], [YouTube](#)[®], [Facebook](#)[®] and [Twitter](#)[®]

- Fully integrated social media campaign featuring a “[Top Ten Baby Moments](#)” video, YouTube brand page, and Facebook and Twitter elements

E*TRADE has:

- Over 60 million total views and over 28,000 subscribers on YouTube
- More than 92,000 Facebook Baby and Corporate pages fans
- Nearly 13,000 Twitter followers
- Ranked #1 in generating online buzz for its 2011’s ‘Tailor’ television spot¹

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

Important Disclosures and Trademark Attributions

1. Zeta Interactive, 2011 Zeta Buzz Awards, January 24, 2012

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You must be 18 years of age to open an E*TRADE Securities account.

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