



FOR IMMEDIATE RELEASE

E*TRADE Financial Media Relations Contact

Robert Horton
646-521-4418
robert.horton@etrade.com

E*TRADE Financial Investor Relations Contact

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

**E*TRADE FINANCIAL CORPORATION ANNOUNCES
UPCOMING SPEAKING ENGAGEMENT**

NEW YORK, August 29, 2012 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the Barclays Global Financial Services Conference. A live webcast and replay will be accessible through the E*TRADE Financial Investor Relations website at <https://investor.etrade.com>.

Barclays Global Financial Services Conference

Tuesday, September 11, 2012
New York, NY, at 11:15 a.m. EDT
Frank J. Petrilli, Chairman and Interim Chief Executive Officer

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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