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**E\*TRADE FINANCIAL CORPORATION APPOINTS  
CHRISTOPHER M. FLINK TO BOARD OF DIRECTORS**

**NEW YORK, October 15, 2013** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today announced that Christopher M. Flink has been appointed to the Company's Board of Directors, effective October 15, 2013.

Since 1997, Mr. Flink has served as a Partner with IDEO, a global design and innovation firm. In addition to his responsibilities at IDEO, Mr. Flink is a Consulting Associate Professor at Stanford University, his alma mater, with adjunct appointments from both the Graduate School of Business and the School of Engineering.

"Chris brings a vast understanding of customer-focused innovation, particularly as it relates to enhancing the digital user experience," said Paul Idzik, Chief Executive Officer of E\*TRADE Financial Corporation. "His track record as an advisor and change agent for some of the world's most successful consumer brands, financial services, and technology companies will add an important perspective to our Board."

Mr. Flink graduated with a BS in Engineering and Product Design from Stanford University in 1994, and an MS in Management from Stanford University's Graduate School of Business in 2005. He is one of the founding faculty members of the "d.school" (the Hasso Plattner Institute of Design at Stanford), where he serves as a member of its leadership team. He also currently serves as a member of the Board of Directors for Fiserv Inc, as well as on Advisory Boards for Target Corporation and JetBlue Airways.

**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 and affiliates. More information is available at [www.etrade.com](http://www.etrade.com). ETFC-G

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