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

NEW YORK, November 5, 2013 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the KBW Securities Brokerage & Market Structure Conference. A live webcast and replay will be accessible through the E*TRADE Financial corporate website at <https://about.etrade.com>.

KBW Securities Brokerage & Market Structure Conference

Tuesday, November 19, 2013
New York, NY, at 8:30 a.m. EST
Matthew Audette, Chief Financial 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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