

FOR IMMEDIATE RELEASE

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**E*TRADE FINANCIAL CORPORATION ANNOUNCES
FOURTH QUARTER AND FULL YEAR 2012 EARNINGS CONFERENCE CALL**

NEW YORK, January 10, 2013 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will report its fourth quarter and full year 2012 financial results after the close of the U.S. financial markets on Thursday, January 24, 2013. The Company will host a conference call to discuss the results at 5:00 p.m. EST. Domestic participants can access the call directly by dialing (800) 709-0218 and for international participants (212) 231-2910. A live audio webcast and replay will also be available at <https://investor.etrade.com>.

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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