

FOR IMMEDIATE RELEASE

E*TRADE Financial Media Relations

646-521-4418

mediainq@etrade.com

E*TRADE Financial Investor Relations

Brett Goodman

646-521-4406

brett.goodman@etrade.com

**E*TRADE FINANCIAL CORPORATION ANNOUNCES
FIRST QUARTER 2013 EARNINGS CONFERENCE CALL**

NEW YORK, April 4, 2013 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will report its first quarter 2013 financial results after the close of the U.S. financial markets on Thursday, April 18, 2013. The Company will host a conference call to discuss the results at 5:00 p.m. EDT. Domestic participants can access the call directly by dialing (800) 732-8470 while international participants should dial +1 (212) 231-2902. 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.

###

Important Notices

E*TRADE Financial, E*TRADE and the E*TRADE logo are trademarks or registered trademarks of E*TRADE Financial Corporation. ETFC-G

© 2013 E*TRADE Financial Corporation. All rights reserved.