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

NEW YORK, May 28, 2013 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the Sandler O’Neill Global Exchange & Brokerage Conference. A live webcast and replay will be accessible through the E*TRADE Financial corporate website at <https://about.etrade.com>.

Sandler O’Neill Global Exchange & Brokerage Conference

Thursday, June 6, 2013

New York, NY, at 8:30 a.m. EDT

Paul Idzik, 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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