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**E\*TRADE FINANCIAL CORPORATION APPOINTS  
RICHARD J. CARBONE TO BOARD OF DIRECTORS**

**NEW YORK, August 26, 2013** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today announced that Richard J. Carbone has been appointed to the Company's Board of Directors, effective August 27, 2013.

Mr. Carbone is Executive Vice President at Prudential Financial, Inc. He served as Executive Vice President and Chief Financial Officer of Prudential for 16 years before retiring from that position this year. Mr. Carbone brings 37 years of experience in financial services, having held senior finance office positions in both the banking and securities industries, including Managing Director and Controller of Salomon Brothers and Senior Vice President and Controller of Bankers Trust Company. He began his career at Price Waterhouse & Co.

"Rich is a respected leader with an accomplished track record in the financial services industry," said Paul Idzik, Chief Executive Officer of E\*TRADE Financial Corporation. "His work in helping shape Prudential into the highly effective and focused financial organization it is today makes him a terrific fit. Rich's deep insight and seasoned perspective will serve our company, our customers and our owners well."

Mr. Carbone received an MBA from St. John's University and is a Certified Public Accountant. He was an officer in the United States Marine Corps from 1969 to 1972, serving as a platoon commander in Vietnam. Today, he is active in Veterans' support and was selected as "Patriot of the Year" in 2010 by the Fighting 69th Irish Brigade, United States Army. He is also a Director on the Board of a non-profit organization focused on helping disabled adults and indigent children. He served as a member of the Insurance Working Group of the International Accounting Standards Board and as Chairman of the Group of North American Insurance Enterprises.

**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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