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**E*TRADE FINANCIAL CORPORATION APPOINTS
SHELLEY B. LEIBOWITZ TO BOARD OF DIRECTORS**

NEW YORK, December 8, 2014 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that Shelley B. Leibowitz has been appointed to the Company's Board of Directors and the Risk Oversight Committee, effective December 10, 2014.

Ms. Leibowitz served as Group Chief Information Officer for the World Bank from 2009 to 2012, where she oversaw all technology for the Bank's product delivery infrastructure and managed its cybersecurity program. Prior to the World Bank, Ms. Leibowitz served as Chief Information Officer at Morgan Stanley and Greenwich Capital Markets.

"Shelley is a seasoned technologist with deep experience managing some of the world's most complex information infrastructures," said Paul Idzik, Chief Executive Officer of E*TRADE Financial Corporation. "As a company deeply rooted in digital technology, her expertise in financial services IT and cybersecurity makes her an invaluable addition to our Board."

Ms. Leibowitz received the 2002 Merit Award from the Women's Bond Club of New York for career achievement and leadership in the financial industry. She graduated Phi Beta Kappa from Williams College with a BA in Mathematics. She currently serves as an Advisor to security intelligence firm Endgame.

About E*TRADE Financial

E*TRADE Financial and its subsidiaries provide 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. ETFC-G

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