



FOR IMMEDIATE RELEASE

E*TRADE Financial Media Relations

Thayer Fox
646-521-4418
thayer.fox@etrade.com

E*TRADE Financial Investor Relations

Brett Goodman
646-521-4406
brett.goodman@etrade.com

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

NEW YORK, February 21, 2014 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the Raymond James 35th Annual Institutional Investors Conference. A live webcast and replay will be accessible through the E*TRADE Financial corporate website at <https://about.etrade.com>.

Raymond James 35th Annual Institutional Investors Conference

Tuesday, March 4, 2014
Orlando, FL, at 7:30 a.m. ET
Matthew Audette, Chief Financial 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.

#

Important Notices

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

© 2014 E*TRADE Financial Corporation. All rights reserved.