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E*TRADE Media Relations

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

E*TRADE Investor Relations

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

E*TRADE TO HOST THIRD ANNUAL NATIONAL RETIREMENT DAY

“Today” Show Personal Finance Contributor Jean Chatzky to Give Keynote Address

NEW YORK, February 27, 2014 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced it will host its third annual National Retirement Education Day on March 13, 2014. The day offers a number of events, all of which are free for any investor looking for guidance in achieving their financial goals:

- [Live online seminars](#) accessible throughout the day, starting at 10 a.m. EDT, including *Essential Steps for Planning a Secure Retirement*, *How to Invest for Retirement*, *Take Action with E*TRADE Tools*, *Securing Your Retirement: Transforming Social Security into a Winning Retirement Strategy*, and *Roth IRAs: Beyond the Basics*
- [Yes, You Can Retire](#), the keynote presentation and discussion with Jean Chatzky on smart retirement saving actions, at 12:30 p.m. EDT.
- [Taking Aim: Retirement on Your Terms](#), a series of live in-person discussions at each of [E*TRADE’s branches](#) across the country, in the evening at 6 p.m. local time.

During National Retirement Education Day investors can participate in discussions led by professionals from E*TRADE, BlackRock and Vanguard, as well as speak one-on-one with E*TRADE Investment Professionals at one of E*TRADE’s local branches. Topics will range from the basics of opening a retirement account to managing retirement savings. Visit E*TRADE’s [Retirement Day section](#) on etrade.com for registration details and a full schedule of events. Each education event is free and open to investors of all experience levels.

Jean Chatzky is an award-winning journalist, best-selling author and celebrated motivational speaker who has helped countless individuals take control of their personal finances. In addition to her work with NBC’s “Today” show, she serves as AARP’s personal finance ambassador, and a contributing editor for Fortune magazine. Jean’s eighth and most recent book is *Money Rules: The Simple Path to Lifelong Security*. In April 2013 Jean launched *Jean Chatzky’s Money School*, a series of college-style, interactive online personal finance courses that give people across the country the opportunity to learn from and interact directly with her.

E*TRADE is a partner in helping investors balance today’s needs with tomorrow’s goals, through access to curated content and insights with actionable tools — complemented by unbiased guidance - online and from seasoned financial consultants. To learn more about retirement planning, visit www.etrade.com/retirement.

For useful insight from E*TRADE investment experts, follow the Company on Twitter, @ETRADE.

About E*TRADE Financial

The E*TRADE Financial family of companies provides financial services including online brokerage, advisory, and related banking products and services to retail investors. Specific business segments include Trading and Investing and Balance Sheet Management. Advisory products and services are offered through E*TRADE Capital Management LLC, an investment adviser registered with the Securities and Exchange Commission. A copy of E*TRADE Capital Management's Form ADV Part 2A, which describes, among other things, affiliations, services offered, and fees charged, is available at no cost upon request. Securities products and services, including retirement accounts, 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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