

FOR IMMEDIATE RELEASE

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 ASKS: ARE YOU TYPE E?

*E*TRADE unveils new campaign championing the wants, needs and personality of today's self-directed investor*

NEW YORK, April 7, 2014 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced the launch of its new creative campaign “Type E*.”

“The campaign represents another step in our ongoing evolution,” said Navtej S. Nandra, President of E*Trade Financial. “In addition to being at the forefront of digital channels, we have also expanded our product suite and advisory channels. Our goal is to stay in lock-step with our customers; helping them with their retirement, investing and trading goals, in a manner of their choosing.”

“We evolved our advertising to better speak to who our current and target customers are today,” said Liza Landsman, Chief Marketing Officer of E*TRADE Financial. “These are investors who enjoy being empowered—they want the tools to manage their account on their terms, yet they are not afraid to ask for help when they need it. This is the essence of Type E*—and we want Type E*s to know that they have a co-pilot in E*TRADE.”

The initial phase of the campaign—which launched April 5—celebrates the joy Type E*s feel when mastering their finances. The second phase—launching later in April and featuring two-time Academy Award Winner™ Kevin Spacey as E*TRADE’s Talent Scout—tells the story of Spacey seeking out investors who are Type E*, but don’t yet know it.

“In thinking about the Type E* personality, few could capture that spirit better than Kevin Spacey,” continued Landsman. “He is a smart and game-changing actor who, similar to how E*TRADE helped revolutionize self-directed investing, transformed the digital entertainment space by creating such high quality content online that we have actually changed the way we consume TV.”

The Type E* campaign will run predominantly through digital, mobile and social channels along with TV, radio, print, and outdoor. “Type E*s are very comfortable in digital media” continued Landsman. “We want to meet and connect with them when and where they are.”

E*TRADE empowers customers to make better investing decisions through smart and seamless digital tools, backed by unbiased guidance online and from seasoned financial consultants. To learn more visit etrade.com. Ogilvy & Mather is E*TRADE’s agency of record.



(more)

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. ETFC-G

#

Important Notices

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

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