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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 FINANCIAL CORPORATION ANNOUNCES
UPCOMING SPEAKING ENGAGEMENT**

NEW YORK, May 27, 2014 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the Sandler O’Neill Global Exchange and Brokerage Conference. A live webcast and replay will be accessible through the E*TRADE Financial corporate website at <https://about.etrade.com>.

Sandler O’Neill Global Exchange and Brokerage Conference

Wednesday, June 4, 2014
New York, NY, at 8:00 a.m. ET
Paul Idzik, Chief Executive 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.

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