

FOR IMMEDIATE RELEASE

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**E*TRADE FINANCIAL CORPORATION APPOINTS
JAMES P. HEALY TO BOARD OF DIRECTORS**

NEW YORK, January 15, 2015 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that James P. Healy has been appointed to the Company's Board of Directors and Risk Oversight Committee, effective immediately.

Mr. Healy had a 25-year career in the Investment Banking arm of the Credit Suisse Group, where he served as Global Head of the Fixed Income Division from 2003 to 2007. Other leadership positions while at Credit Suisse included Global Head of Emerging Markets Group, and the Global Co-Head of Credit Suisse Financial Products, which housed the firm's derivative businesses. Prior to joining Credit Suisse, Mr. Healy was as an economist at the International Monetary Fund, served as a consultant to the Organization for Economic Cooperation and Development, and was a visiting scholar at the Board of Governors of the Federal Reserve.

"As an industry veteran, Jim has a deep understanding of financial markets and is an expert at evaluating and managing risk," said Paul Idzik, Chief Executive Officer of E*TRADE Financial Corporation. "His insight and experience will serve our Company, our customers, and our owners well."

Mr. Healy holds a B.A. in Economics from Stanford University, an M.Sc. in Economics from the London School of Economics, and a Ph.D. in Economics from Princeton University. He is currently the CEO of Capra Ibx Advisors, a registered Investment Advisor he founded in 2010 to provide investment and risk management advice to select financial institutions, including First Republic Bank and JPMorgan Chase. Mr. Healy is a member of the Board of Directors of Student Sponsor Partners, a New York City philanthropy serving 1,400 disadvantaged high school students, and served as its Board Chair from 2010 to 2014.

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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