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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, January 30, 2015 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the Credit Suisse Financial Services Forum. A live webcast and replay will be accessible through the E*TRADE Financial corporate website at <https://about.etrade.com>.

Credit Suisse Financial Services Forum

Tuesday, February 10, 2015
Miami, FL, at 9:30 a.m. ET
Matthew Audette, Chief Financial Officer

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. More information is available at www.etrade.com.

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