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**E*TRADE FINANCIAL CORPORATION ANNOUNCES FOURTH
QUARTER AND FULL YEAR 2014 EARNINGS CONFERENCE CALL**

NEW YORK, January 8, 2015 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will report its fourth quarter and full year 2014 financial results after the close of the U.S. financial markets on Thursday, January 22, 2015. The Company will host a conference call to discuss the results at 5:00 p.m. ET. Domestic participants can access the call directly by dialing (800) 735-5968 while international participants should dial +1 (212) 271-4651. A live audio webcast and replay will also be available at <https://about.etrade.com>.

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, including IRAs, 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.

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