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 TO HOST ANNUAL RETIREMENT EDUCATION DAY

NEW YORK, March 10, 2015 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced it will host its annual Retirement Education Day on Tuesday, March 24, 2015. The day offers a number of complimentary in-person and virtual events for investors interested in learning more about achieving long-term financial goals. Events run from 11:00 a.m. EDT until 8:00 p.m. EDT and local time in branches across the country, and include:

- A keynote webcast at 12:00 p.m. EDT, featuring Farnoosh Torabi, personal finance expert and best-selling author; Nathan Novemsky, Professor in the Yale School of Management and the Department of Psychology at Yale University; and E*TRADE's Mike Cannizzaro, head of Investor Education.
- Live online sessions throughout the day on key topics on investing for retirement.
- In-person sessions at E*TRADE branch locations across the country, beginning at 6:00 p.m. local time.

Alongside Farnoosh Torabi, Nathan Novemsky and Mike Cannizzaro, this year's roster of speakers includes retirement experts from E*TRADE, Blackrock and Morningstar. In addition to online sessions, investors are invited to their local E*TRADE branch to speak one-on-one with E*TRADE Financial Consultants as part of the E*TRADE Retirement Education Day.

Topics range from the introductory to the advanced, for investors of all life stages, from building your nest egg, to accumulation, to distribution. Specific sessions include:

11:00 – 12:00 pm EDT:	Getting Started with Retirement Accounts (Online)
12:00 – 1:00 pm EDT:	Take Control of Your Future: Overcoming the Behavioral and Financial Challenges of Achieving a Successful Retirement (Online)
1:00 – 2:00 pm EDT:	Key Steps for Pursuing Your Retirement Paycheck (Online)
2:00 – 3:00 pm EDT:	Take Action with E*TRADE Tools (Online)
3:00 – 4:00 pm EDT:	Become the Ideal Investor: Keep Emotional Investing in Check (Online)
4:00 – 5:00 pm EDT:	Options for Retirement Accounts / Incorporating Your Stock Plan Assets (Online)
6:00 – 8:00 pm Local:	One of the following in-person sessions at branch locations: • Fundamentals of Building a Long-Term Portfolio • Essential Steps for Planning a Secure Retirement • Nearing Retirement
7:00 – 8:00 pm EDT:	Essential Steps for Planning a Secure Retirement (Online)

All events are free and open to investors of all experience levels. Visit the E*TRADE Retirement Day Website for registration details and a full schedule of events. Members of the media should email MediaInq@etrade.com to register.

E*TRADE is a partner in helping investors balance today's needs with tomorrow's goals, through access to curated content and insights with actionable tools — complemented by unbiased guidance online and from seasoned financial consultants. To learn more about retirement planning, visit www.etrade.com/retirement.

For useful insight from E*TRADE investment experts, follow the Company on Twitter, @ETRADE.

About E*TRADE Financial
E*TRADE Financial and its subsidiaries provide financial services including online brokerage and banking products and services to retail customers. Specific business segments include Trading and Investing and Balance Sheet Management. Securities products and services, including stocks, bonds, mutual funds, ETFs, education and online tools are offered by E*TRADE Securities LLC (Member FINRA/SIPC). Managed Account Solutions are offered through E*TRADE Capital Management, LLC, an investment adviser registered with the Securities and Exchange Commission. 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.