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**E*TRADE FINANCIAL CORPORATION ANNOUNCES
UPCOMING SPEAKING ENGAGEMENT**

NEW YORK, January 28, 2016 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the 17th Annual 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>.

17th Annual Credit Suisse Financial Services Forum

Tuesday, February 9, 2016
Miami, FL, at 8:45 a.m. ET
Michael Pizzi, 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, 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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