

FOR IMMEDIATE RELEASE

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E*TRADE TO HOST ANNUAL RETIREMENT DAY

NEW YORK, February 25, 2016 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced it will host its fifth annual [Retirement Day](#) on Tuesday, March 8, 2016. The day offers a number of complimentary events for investors interested in learning more about achieving long-term financial goals. Retirement Day events run from 12:00 p.m. ET until 5:30 p.m. ET and include:

- A keynote webcast at 12:00 p.m. ET, featuring Heidi Richardson, BlackRock Head of Investment Strategy for U.S. iShares; Kathleen Gaffney, Eaton Vance Co-Director of Diversified Fixed Income; Terry Savage, nationally syndicated Tribune Financial Columnist; and E*TRADE's Mike Cannizzaro, Senior Strategist.
- Live online sessions throughout the day on key topics on investing for retirement.
- In-person live streaming of the keynote webcast at select E*TRADE branch locations across the country.

Retirement Day topics will explore everything from today's market outlook and Social Security, to tax-sensitive retirement investing. Specific sessions include:

Time (ET)	Seminar Title
12:00 – 1:15 p.m.	<p>KEYNOTE WEBCAST: Today's Market Outlook and What It Means for Your Retirement</p> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Terry Savage, nationally syndicated Chicago Tribune Financial Columnist • Heidi Richardson, BlackRock Head of Investment Strategy for U.S. iShares • Kathleen Gaffney, Eaton Vance Co-Director of Diversified Fixed Income <p><u>Moderator:</u> Mike Cannizzaro, Senior Strategist at E*TRADE Financial</p>
1:30 – 2:30 p.m.	<p>Social Security and Your Retirement</p> <p>Al Chingren, Vice President, DCIO Practice Management, American Century Investments</p>
3:00 – 4:00 p.m.	<p>Achieving a Financial Goal</p> <p>Stuart Ritter, CFP(r) and Vice President, T. Rowe Price Investment Services, Inc.</p>
4:30 – 5:30 p.m.	<p>Investing for a More Tax-Efficient Retirement</p>

	Mike Cannizzaro, Senior Strategist at E*TRADE Financial
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All events are free and open to investors of all experience levels. Visit the E*TRADE [Retirement Day site](#) for registration details and a full schedule of events. Members of the media interested in joining should email MediaInq@etrade.com to register.

E*TRADE helps investors balance today's needs with tomorrow's goals, through pioneering digital tools coupled with guidance online and from financial consultants. To learn more about E*TRADE's trading and investing platforms and tools, visit etrade.com.

For useful insight from E*TRADE and third-party investment professionals, 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 options, ETFs, and mutual funds, 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.

E*TRADE Financial Corporation and its affiliates do not provide tax advice, and you always should consult your own tax advisor regarding your personal circumstances before taking any action that may have tax consequences.

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