

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 FINANCIAL CORPORATION ANNOUNCES
UPCOMING SPEAKING ENGAGEMENT**

NEW YORK, May 3, 2016 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the Barclays Americas Select Franchise Conference. A live webcast and replay will be accessible through the E*TRADE Financial corporate website at <https://about.etrade.com>.

Barclays Americas Select Franchise Conference

Tuesday, May 17, 2016
London, U.K. at 3:00 p.m. BST; 10:00 a.m. EDT
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. 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.

#

Important Notices

E*TRADE Financial, E*TRADE, and the E*TRADE logo are trademarks or registered trademarks of E*TRADE Financial Corporation. ETFC-G

© 2016 E*TRADE Financial Corporation. All rights reserved.