

FOR IMMEDIATE RELEASE

E*TRADE Media Relations

646-521-4418

mediainq@etrade.com

E*TRADE Investor Relations

646-521-4406

ir@etrade.com

E*TRADE TO HOST EDUCATION DAY IN SANTA CLARA

Complimentary education open to investors and traders of all experience levels

SAN JOSE, November 27, 2017 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced it will host an Education Day at the [Hyatt Regency Santa Clara](#) in Santa Clara, CA on Saturday, December 2, 2017 from 8 a.m. to 5 p.m. The event offers a number of complimentary sessions for investors and traders interested in learning from financial professionals.

- Investors and traders can tailor their own experience from a selection of 19 specialized sessions.
- Financial Consultants from several Northern California E*TRADE branches, members of the E*TRADE Active Trader Team, and Futures Specialists from E*TRADE and CME Group will be on-site all day to answer questions about investing, retirement planning, derivatives trading, and futures trading.
- E*TRADE welcomes anyone to join whether or not they are an E*TRADE customer.

Sessions run concurrently across three tracks and range from investing basics to advanced options strategies. Investors and traders can attend any sessions across all tracks:

Time (PT)	Trading Track	Options Track	Investing Track
8:00– 9:00 a.m.	Breakfast and Registration		
9:00– 10:00 a.m.	The Value of a Stock Learn how fundamental indicators can be used to analyze and compare stocks.	Getting Started with Options Get an overview of the basic concepts and terminology of options.	Four Steps to Investing for a Financial Goal Learn how to define goals and develop an appropriate asset allocation for each.
10:15– 11:15 a.m.	The Market for Stocks Learn exchanges, indexes, market sectors, and frameworks for stock selection.	Using Options for Speculation Discover what to consider when using options as a substitute for stock.	Building a Portfolio with Mutual Funds and ETFs Learn how to create a diversified portfolio with ETFs and mutual funds.
11:30 a.m.– 12:30 p.m.	Using Stock Charts Discover the basics of chart analysis using	Basic Options Income Strategies Understand two income	Investing for a More Tax-Efficient Retirement Discusses how allocating

	E*TRADE tools.	strategies for options trading.	investments and asset classes may add more tax efficiency to your retirement income.
12:30-1:30 p.m.	Lunch and Learn: Why Trade Futures and Options on Futures Learn how futures may fit into your trading strategy.		
1:30–2:30 p.m.	Finding and Opening Your Trade See how to use charts to identify patterns, indicators, and trade signals.	Options for Protection Learn how to use protective put options to develop a broad approach to managing risk.	Income Investments Learn the range of investment choices you have for an income-oriented portfolio.
2:45–3:45 p.m.	Managing and Exiting Your Trade Learn how to use charts and checklists to manage risk, set price targets, and exit trades.	Using Spreads for Higher Probability Options Trades Learn about spread trading with two basic strategies: bull call spreads and bear put spreads.	Paying Yourself in Retirement: Creating a Sustainable Withdrawal Plan Highlights portfolio withdrawal techniques to help combat inflation and market risk in retirement.
4:00–5:00 p.m.	Introducing Options for Stock Traders Learn the dynamic role options may play in your portfolio.	Advanced Options Income Strategies Learn how to create an options income portfolio with limited dollar risk and high probability outcomes.	Taking Advantage of Roth Accounts: Generating Tax-Free Income in Retirement Highlights the benefits and rules of Roth IRAs, Roth employer plans, and Roth conversions.

Visit the E*TRADE [Education Day site](#) for registration details. Download the E*TRADE Events mobile app on [iTunes](#) or [Android app stores](#) to view the agenda, session details, venue information, and session presentations and materials.

Members of the media interested in joining should email MediaInq@etrade.com to inquire.

E*TRADE aims to enhance the financial independence of traders and investors through a powerful digital offering and professional guidance. To learn more about E*TRADE’s trading and investing platforms and tools, visit etrade.com.

For useful trading and investing insights from E*TRADE, follow the company on Twitter, [@ETRADE](#).

About E*TRADE Financial

E*TRADE Financial and its subsidiaries provide financial services including brokerage and banking products and services to retail customers. Securities products and services are offered by E*TRADE Securities LLC (Member FINRA/SIPC). Commodity futures products and services are offered by E*TRADE Futures LLC (Member NFA). Managed Account Solutions are offered through E*TRADE Capital Management, LLC, a Registered Investment Adviser. Bank products and services are offered by E*TRADE Bank, a Federal savings bank, Member FDIC, or its subsidiaries. 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.

Please read the important disclosures below.

Important Note: Futures and options transactions are complex and carry a high degree of risk. They are intended for sophisticated investors and are not suitable for everyone. For more information, see the Risk Disclosure Statement for Futures and Options, which can be found online at etrade.com/futures. View the [E*TRADE Futures LLC disclosure documents and other financial information](#). Moreover, there are specific risks associated with buying options, including the risk that the purchased options could expire worthless. Also, the specific risks associated with selling cash-secured puts include the risk that the underlying stock could be purchased at the exercise price when the current market value is less than the exercise price the put seller will receive. Moreover, there are specific risks associated with trading spreads, including substantial commissions, because it involves at least twice the number of contracts as a long or short position and because spreads are almost invariably closed out prior to expiration. Multi-leg options including collar strategies involve multiple commission charges. Because of the importance of tax considerations to all options transactions, the investor considering options should consult their tax advisor as to how taxes affect the outcome of each options strategy. Commissions and other costs may be a significant factor. An options investor may lose the entire amount of their investment in a relatively short period of time.

Diversification and asset allocation do not ensure profit or protect against loss in declining markets.

The material provided by E*TRADE Securities or E*TRADE Futures, or by a third party not affiliated with E*TRADE Financial Corporation or any of its direct or indirect subsidiaries (E*TRADE), is for educational purposes only and is not an individualized recommendation. The information contained in the third-party material has not been endorsed or approved by E*TRADE, and E*TRADE is not responsible for the content. This information neither is, nor should be construed as, an offer or a solicitation of an offer to buy, sell, or hold any security, financial product, or instrument discussed herein or to engage in any specific investment strategy by E*TRADE.

E*TRADE and CME Group are separate and unaffiliated companies.

###

Important Notices

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

© 2017 E*TRADE Financial Corporation. All rights reserved.