E*TRADE FINANCIAL

FOR IMMEDIATE RELEASE

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E*TRADE HOSTS EDUCATION DAY IN LOS ANGELES

Complimentary education open to investors and traders of all experience levels

LOS ANGELES, January 17, 2017 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced it will host an Education Day at the Sheraton Grand Hotel in Los Angeles on Saturday, January 21, 2017. The event offers a number of complimentary sessions for investors and traders interested in learning from financial professionals.

- Investors can tailor their own experience from a selection of 19 specialized sessions.
- Financial Consultants from E*TRADE's Brentwood, Los Angeles, and Torrance branches, along with members of E*TRADE's Options and Futures Specialist Team, will be on-site all day to answer questions about investing, retirement planning, options trading, and more.
- Education Day sessions run from 9:00 a.m.–5:00 p.m.
- 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)	**Stocks Track**	**Options Track**	**Retirement Track**
9:00–10:00 a.m.	**What is a Stock Worth?**[1] Explains essential factors in fundamental analysis and stock valuation.	**Getting Started with Options**[2] Explains the basic concepts and definitions behind options.	**Introduction to Diversification and Portfolio Management**[1] Discusses the importance of creating the right allocation for your portfolio.
10:10–11:10 a.m.	**What Does a Stock Chart Tell Us?**[1] Explains the basic principles of technical chart analysis.	**Writing Covered Calls**[1] This interactive session details the covered calls options strategy.	**Getting Started with Retirement Accounts**[1] Discusses IRAs, retirement plans for self-employed individuals, distribution options for job changers, and more.
11:20 a.m.–12:00 p.m.	**Searching for Stocks at E*TRADE**[1] Demonstrates how to research profitability, growth, valuation, and analyze technical	**Options Prices in the Real World**[2] Explores the relationships between price, time, volatility, and liquidity in options markets.	**Create Your Retirement Outlook at E*TRADE**[1] Walks through E*TRADE's Retirement Planning Calculator and shows you how to track your retirement goals.

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1:00–2:00 p.m.	**Creating Your Trading Plan**[2] Explains elements of a systematic trading strategy: the goal, stake, risk, timing, tools, and tactics.	**Options Trading at E*TRADE: Tools & Information**[1] Demonstrates options chains, strategy analysis tools, idea screeners, and order functionality.	**Investing for a More Tax-Efficient Retirement**[1] Discusses how allocating investments and asset classes may add more tax-efficiency to your retirement income.
2:10–3:10 p.m.	**Finding and Selecting Stocks**[2] Illustrates a systematic approach to assessing market conditions and finding potential stocks in which to invest.	**Introduction to Options Spreads**[2] Demonstrates the tradeoffs and outcomes in four spread types: bull call spreads, bull put spreads, bear call spreads, and bear put spreads.	**Taking Advantage of Roth Accounts**[1] Highlights the benefits and rules of Roth IRAs, Roth employer plans, and Roth conversions.
3:20–4:20 p.m.	**Entry, Exit, and Risk Management**[2] Explains how to determine the size of your trade, identify entry and exit prices, and use basic and advanced order types to establish positions and manage risk.	**Advanced Options Income with Iron Condors and Butterflies**[2] Explains the underlying theory of iron condors and butterflies—and shows you how to implement and manage these positions.	**Introduction to Diversification and Portfolio Management**[1] Discusses the importance of creating the right allocation for your portfolio, and the basic steps to build your portfolio over time.
4:30–5:00 p.m.		**Introducing E*TRADE Pro**[1,3] Demonstrates how to personalize E*TRADE's advanced trading platform, and the charts, market data, order management, and idea tools available.	

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 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, a registered 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.

Please read the important disclosures below.

Important Note: 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, please read the Characteristics and Risks of Standardized Options brochure before you begin trading.

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1. The seminars given by E*TRADE Securities are for educational purposes only. This information neither is, nor should be construed, as an offer, or a solicitation of an offer, to buy or sell securities by E*TRADE Securities. **There are specific risks associated with covered call writing, including the risk that the underlying stock could be sold at the exercise price when the current market value is greater than the exercise price the call writer will receive. A covered call writer forgoes participation in any increase in the stock price above the call exercise price and continues to bear the downside risk of stock ownership if the stock price decreases more than the premium received.**

2. This material is being provided to you for educational purposes only. The content has been written by and will be presented by a third party not affiliated with E*TRADE Financial Corporation or any of its affiliates. The information contained in this material has not been endorsed or approved by E*TRADE Financial Corporation or any if its affiliates. E*TRADE Financial Corporation and its affiliates are not responsible for the content. Neither E*TRADE Financial Corporation nor any of its affiliates is affiliated with the third party providing this content. T**here 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.**

3. The E*TRADE Pro trading platform is available at no additional charge to customers who execute at least 30 stock or options trades during a calendar quarter or maintain a brokerage account balance of at least $250,000.

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.

Financial Consultants are dually registered with E*TRADE Securities, a registered broker-dealer, and E*TRADE Capital Management, LLC, an investment adviser registered with the SEC, and may offer services that are either one-time commission based or ongoing fee-based advisory services. To help determine which guidance option may be right for you, please visit etrade.com/guidance for additional information about account minimums, commissions, fees, etc.

Diversification and Asset Allocation do not ensure profit or protect against loss in declining markets.

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Important Notices