FOR IMMEDIATE RELEASE

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E*TRADE TO HOST ANNUAL RETIREMENT DAY

*Wondering what the market may have in store this year? Taxes on your investments got you down? Unsure how to start investing? E*TRADE has a complimentary seminar that could help.*

NEW YORK, February 27, 2017 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced it will host its sixth annual Retirement Day on Tuesday, March 7, 2017. The day offers a number of complimentary events for investors interested in learning more about pursuing retirement goals. Retirement Day events run from 12:00 to 6:00 p.m. ET and include:

- A keynote webcast at 12:00 p.m. ET featuring John Tousley, Head of Market Strategy, Strategic Advisory Solutions at Goldman Sachs Asset Management
- Live online sessions throughout the day on key topics on the market and investing for retirement

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

Time (ET)	**Seminar Title**
12:00–1:00 p.m.	**KEYNOTE WEBCAST: 2017 Market Outlook: Today and the Year Ahead** Featuring: John Tousley, Head of Market Strategy, Strategic Advisory Solutions at Goldman Sachs Asset Management Moderator: Mike Cannizzaro, Senior Strategist, Investor Education at E*TRADE Securities
1:15–2:15 p.m.	**Four Steps to Investing for a Financial Goal** Mike Cannizzaro, Senior Strategist, Investor Education at E*TRADE Securities
2:30–3:30 p.m.	**Making Government Benefits Work for You: Understanding Social Security and Medicare** Jennifer Taboada, Head of Social Security Consulting at BlackRock
3:45–4:45 p.m.	**Investing for a More Tax-Efficient Retirement** Mike Cannizzaro, Senior Strategist, Investor Education at E*TRADE Securities
5:00–6:00 p.m.	**How You Can Use Options in a Retirement Account** Dave Whitmore, Senior Strategist, Trader Education at E*TRADE Securities

All events are complimentary 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 trading and investing insight from E*TRADE, 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. 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.

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. Because of the importance of tax considerations to all options transactions, the investor considering options should consult his/her tax adviser as to how taxes affect the outcome of each options strategy. An Options investor may lose the entire amount of their investment in a relatively short time.

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.

Diversification and Asset Allocation do not ensure profit or protect against loss in declining markets. Investors should assess their own investment needs based on their own financial circumstances and investment objectives.

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