

**FOR IMMEDIATE RELEASE**

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**E\*TRADE TO HOST EDUCATION DAY IN SAN FRANCISCO**

*Complimentary education open to investors and traders of all experience levels*

**SAN FRANCISCO, March 31, 2017** — E\*TRADE Financial Corporation (NASDAQ: ETFC) today announced it will host an Education Day at the [Palace Hotel](#) in San Francisco on Saturday, April 8, 2017 from 8:00 a.m. to 4:30 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 16 specialized sessions.
- Financial Consultants from E\*TRADE's San Francisco branch and members of E\*TRADE's Active Trader Team will be on-site all day to answer questions about investing, retirement planning, options trading, and more.
- 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.	<b>Breakfast and Registration</b>		
9:00– 10:00 a.m.	<b>Introduction to Markets and Trading</b> Learn how technical analysis may help you identify investment opportunities.	<b>Getting Started with Options</b> Explains the basic concepts and definitions behind options.	<b>Introduction to Diversification and Portfolio Management</b> Discusses the importance of creating the right allocation for your portfolio.
10:15– 11:15 a.m.	<b>What is a Stock Worth?</b> Explains essential factors in fundamental analysis and stock valuation.	<b>Strategic Considerations When Buying Options</b> Discover how calls and puts can be used as replacements for stock positions.	<b>Building a Portfolio with Funds</b> Learn how to construct a portfolio tailored to your investment objectives and time horizon.
11:30 a.m.– 12:30 p.m.	<b>Identifying Entries and Exits with Trend-following Indicators</b> Discover how to use technical indicators to	<b>Generating Potential Income with Covered Calls</b> Understand covered call writing and how to place a	<b>Investing for a More Tax-efficient Retirement</b> Discusses how allocating investments and asset classes may add more tax efficiency to

	define your trading strategy and help manage risk.	covered call trade.	your retirement income.
1:30– 2:30 p.m.	<b>Applying Price Patterns to Identify Trading Opportunities</b> See how to identify and apply price patterns.	<b>Buying Stocks at a Discount with Cash-secured Puts</b> Learn how to apply this strategy when buying stocks, and generate potential income.	<b>Finding Undervalued Stocks</b> Learn how to conduct a do-it-yourself approach to value investing.
2:45– 3:45 p.m.	<b>Getting Started with Options</b> Explains the basic concepts and definitions behind options.	<b>Protecting Stocks and Portfolios with Puts</b> Learn how to use protective strategies with put options and develop a broad approach to managing risk.	<b>Taking Advantage of Roth Accounts: Generating Tax-Free Income in Retirement</b> Highlights the benefits and rules of Roth IRAs, Roth employer plans, and Roth conversions.
4:00– 4:30 p.m.	<b>A Look at Current Market Trends</b> Learn how to develop a holistic, top-down approach to using price charts to support your trading and investing decisions.		

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](mailto: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](http://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 online brokerage and banking products and services to retail customers. Securities products and services are offered by E\*TRADE Securities LLC (Member FINRA/SIPC/NFA) and OptionsHouse (Member FINRA/SIPC/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](http://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](http://etrade.com/futures). View the [E\\*TRADE Securities LLC futures disclosure documents and](#)

**other financial information**. Also, 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. 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.

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

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