

**FOR IMMEDIATE RELEASE**

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**E\*TRADE FINANCIAL CORPORATION ANNOUNCES  
ANNUAL SHAREHOLDERS MEETING AND WEBCAST**

**New York, NY, May 9, 2007** – E\*TRADE FINANCIAL Corporation (NASDAQ: ETFC) will hold its annual shareholders meeting on Wednesday, May 23, 2007 at 10:00 a.m. EDT at the Ritz-Carlton, Tysons Corner, 1700 Tysons Boulevard, McLean, Virginia. Chief Executive Officer Mitchell H. Caplan will provide a business overview and will answer questions following the conclusion of the official meeting. The meeting and business overview will be webcast live via the Company's website [www.etrade.com](http://www.etrade.com). The meeting may also be accessed via conference call in listen-only mode by dialing 1-888-694-4728 or at 1-973-582-2745 for international callers. The conference ID number is 8783968. Questions may be submitted via email to [ir@etrade.com](mailto:ir@etrade.com).

A replay will be available beginning Wednesday, May 23 at 12:00 p.m. EDT, through Wednesday, June 6, 2007 at 11:59 p.m. EDT. To access the replay via telephone, dial 1-877-519-4471 or 1-973-341-3080 for international callers and enter conference ID 8783968. Replay via on-demand webcast and podcast will also be available at [www.etrade.com](http://www.etrade.com).

**About E\*TRADE FINANCIAL**

The E\*TRADE FINANCIAL family of companies provides financial services including trading, investing, banking and lending for retail and institutional customers. Securities products and services are offered by E\*TRADE Securities LLC (Member NASD/SIPC). Bank and lending products and services are offered by E\*TRADE Bank, a Federal savings bank, Member FDIC, or its subsidiaries.

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FINANCIAL Corporation. The statements contained in this news release that are forward-looking are based on current expectations that are subject to a number of uncertainties and risks, and actual results may differ materially. The uncertainties and risks include, but are not limited to, changes in market activity, anticipated increases in the rate of new customer acquisition, the conversion of new visitors to the site to customers, the activity of customers and assets held at the institution, seasonality, the development and enhancement of products and services, competitive pressures (including price competition), system failures, economic and political conditions, changes in consumer behavior and the introduction of competing products having technological and/or other advantages. Further information about these risks and uncertainties can be found in the information included in the annual reports previously filed by E\*TRADE Group, Inc. or E\*TRADE FINANCIAL Corporation with the SEC on Form 10-K (including information under the caption "Risk Factors") and quarterly reports on Form 10-Q.

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