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**E\*TRADE FINANCIAL LAUNCHES OPERATIONS IN THE NETHERLANDS**

*Global online investing company will provide Dutch investors with direct access to US markets through its Global Trading platform*

**Amsterdam, June 25, 2007** — E\*TRADE FINANCIAL Corporation (NASDAQ: ETFC) today announced the launch of operations in the Netherlands. Through its office in Amsterdam, E\*TRADE Securities Limited, Netherlands Branch will offer Dutch investors direct access to the US stock markets through the E\*TRADE Global Trading platform.

With this launch, E\*TRADE is among the first online financial services firms in the Netherlands to offer Dutch investors competitive access to the US markets. Commissions start from as low as US\$9.99 per trade, with 2-second execution guarantees on S&P 500 stocks and ETFs available through E\*TRADE Securities, advanced trading tools and research, and priority customer service through a dedicated team of Relationship Managers. In addition to access to the US stock market, E\*TRADE will also provide customers in the region with global trading capabilities on all global exchanges currently accessible via E\*TRADE's Global Trading Platform — Canada, France, Germany, Hong Kong, Japan, and the United Kingdom.

"We provide extensive access to American markets, an area in which the capabilities of the local Dutch firms do not match E\*TRADE's product, services, and experience. We believe there is a need for an online broker offering direct access to American markets, with competitive prices, and the tools and research that are important to Dutch investors," stated Mathias Helleu, Executive Vice President of International Retail, E\*TRADE FINANCIAL.

Helleu added, "Our commitment to the international markets places E\*TRADE in a unique position to open up world markets to investors who seek growth opportunities and value. Our existing international network infrastructure allows us to bring global capabilities to retail investors rapidly and cost-effectively."

E\*TRADE Securities Limited, Netherlands Branch will be led by Country Manager, Barry van der Laan. Mr. van der Laan is an experienced broker with over 10 years of international experience in the online brokerage industry. He states, "E\*TRADE provides a unique opportunity and value for active traders, and we are confident that Dutch traders will embrace its arrival into this market."

With foreign affiliates that provide access to 42 international markets, as well as 16 international branded Web sites and eight physical locations outside the US, E\*TRADE FINANCIAL is uniquely positioned to provide retail customers with access to foreign markets. In addition to

providing online access today to six global markets, E\*TRADE offers broker-assisted access to an additional 36 markets.

### **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. Services to Dutch customers are offered by E\*TRADE Securities Limited, Netherlands Branch, which is regulated by the Netherlands Authority for the Financial Markets ("AFM"). E\*TRADE Securities Limited is authorised and regulated by the Financial Services Authority in the UK and is a wholly owned subsidiary of E\*TRADE Financial.

### **Important Notice**

E\*TRADE FINANCIAL and the E\*TRADE FINANCIAL logo are registered trademarks or trademarks of E\*TRADE 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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