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E*TRADE FINANCIAL ANNOUNCES SUPER BOWL® XLII ADVERTISEMENTS

Integrated Campaign Demonstrates Commitment to Core Retail Franchise

New York, January 31, 2008 – E*TRADE FINANCIAL Corporation (NASDAQ: ETFC) today announced the Company will debut two thirty-second advertisements during Super Bowl XLII® — to air February 3 on FOX — a strategic investment that will gain the Company broad exposure to a captivated audience of financial services consumers. E*TRADE has augmented its 2008 marketing spend by 30 percent over 2007, as the Company believes that marketing and advertising are critical factors in reinforcing the strength of its consumer brand. With more than 90 million viewers expected to watch the game, the Company’s Super Bowl® advertisements are a significant component of its 2008 advertising campaign.

“With the boost in visibility from our Super Bowl® advertisements, and associated marketing opportunities, we will demonstrate that we remain completely committed to our core retail business and to our customers,” said Nicholas Utton, Chief Marketing Officer, E*TRADE FINANCIAL Corp. “Our new ad campaign is designed to attract new customers by showcasing our innovative, user friendly and low-cost solutions with memorable ad treatments. The ability to increase our viewing audience by taking advantage of multiple media is a perfect fit with our integrated marketing strategy.”

The Super Bowl® spots are part of a new fully integrated campaign created by Grey New York, and incorporates new television, print and online executions. The campaign is focused on E*TRADE’s overall customer experience and highlights how the Company liberates self-directed investors by providing innovative and easy-to-use products, such as high-yield savings and the new Global Trading platform, which gives U.S. retail brokerage customers access to foreign stocks and currencies in six major international markets. The campaign’s new tag line “1000 New

Accounts a Day” demonstrates that E*TRADE’s unique offerings continue to resonate and attract new customer accounts – and encourages the trend to continue.

“Grey designed the campaign to tap into the human aspect of trading, investing, and saving – incorporating humor and simplicity while showcasing E*TRADE’s offerings as a premiere financial services provider,” said Tor Myhren, Chief Creative Officer, Grey New York. “The customer is the star, and you see customers at the moment of truth, when they are ready to make a meaningful transaction. The spots hit close to home, and we’ve added a funny twist for Super Bowl ad watchers.”

In tandem with the launch of its new TV spots during the Super Bowl®, E*TRADE will increase its presence online, participating in YouTube’s® “SuperVote” contest, in which consumers vote for their favorite Super Bowl® advertisement. Additionally, E*TRADE will host its own Brand Channel page on YouTube® at www.youtube.com/etrade, as well as leverage banner advertisements and search marketing on high-traffic websites.

E*TRADE selected Grey New York as its advertising agency of record in November of 2007.

“Super Bowl” is a registered trademark of the NFL and is used here for factual purposes only. E*TRADE FINANCIAL Corp. and its affiliates are not affiliated with the Super Bowl or the NFL.

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 FINRA/SIPC). Bank and lending products and services are offered by E*TRADE Bank, a Federal savings bank, Member FDIC, or its subsidiaries.

About Grey New York

Grey New York, led by Steve Hardwick, President, and a new management team, is the flagship and largest office of Grey, the advertising network of Grey Group. Grey Group ranks among the largest global communications companies. Its parent company is WPP (NASDAQ: WPPGY). Grey Group’s total offer also includes G2, activation marketing; Grey Healthcare Group, healthcare communications; MediaCom, media planning and buying and GCI Group, public relations. Grey New York’s blue-chip client roster includes many of the world’s best known

companies: Procter & Gamble, GlaxoSmithKline, BAT, Diageo, Darden Restaurants, Wyeth, Canon, 3M, Eli Lilly and Dairy Queen.

Important Notice

E*TRADE FINANCIAL, E*TRADE and the E*TRADE logo are trademarks or registered 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, macro trends of the economy in general and the residential real estate market, instability in the consumer credit markets and credit trends, rising mortgage interest rates, tighter mortgage lending guidelines across the industry, increased mortgage loan delinquency and default rates, portfolio growth, portfolio seasoning and resolution through collections, sales or charge-offs, 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 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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