

**FOR IMMEDIATE RELEASE**

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**E\*TRADE CANADA INTRODUCES FLAT \$6.99 EQUITY COMMISSIONS  
FOR ACTIVE INVESTORS**

*Value leader provides package suite of price, product and service for Active Investors*

**Toronto, Canada, January 8, 2008** – E\*TRADE Canada, a subsidiary of E\*TRADE FINANCIAL Corporation (NASDAQ: ETFC), today introduced flat \$6.99 Canadian and US equity commissions for retail customers who conduct 150 or more equity trades per quarter.

Promoting its new pricing, E\*TRADE Canada also announced a six-month offer to qualifying Active Investors of free TSX Venture Level I and II data and no ECN fees for directed orders placed during normal market hours, along with a choice of high-powered trading platforms.

“The Active Investor continues to be a key customer for E\*TRADE Canada,” said Duncan Hannay, President, E\*TRADE Canada Securities Corporation. “Our choice of robust trading platforms, high quality execution and specialized service are now complemented by one of the lowest flat commissions for Canadian and US equity trades. When you add in benefits like no-cost TSX Venture Level II data, our value proposition is hard to beat.”

Effective today, E\*TRADE Canada’s new commission schedule includes:

<b>Customer Qualifications</b>	<b>Canadian Equities</b>	<b>US Equities</b>	<b>CDN/US Options</b>
150+ equity trades per quarter	\$6.99 Flat Unlimited shares	\$6.99 Flat Unlimited shares	\$6.99 + \$1.25 per contract
\$50,000 in assets or 30+ equity trades per quarter	\$9.99 Flat Unlimited shares	\$9.99 Flat Unlimited shares	\$9.99 + \$1.25 per contract

## **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.

E\*TRADE Canada is a service of E\*TRADE Canada Securities Corporation (Discount Broker - Order-Execution Only Accounts), a member of the TSX, the TSX Venture Exchange, the Montreal Exchange, the Investment Dealers Association and the Canadian Investor Protection Fund. The E\*TRADE Canada service is offered in all provinces. E\*TRADE, E\*TRADE Canada, and E\*TRADE FINANCIAL are trademarks or registered trademarks of E\*TRADE FINANCIAL Corp. or its subsidiaries and are used with permission. E\*TRADE FINANCIAL Corp., a U.S. public holding company listed on Nasdaq, is the indirect parent of E\*TRADE Canada Securities Corporation.

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