

FOR IMMEDIATE RELEASE

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E*TRADE CANADA OPENS INVESTOR INFORMATION CENTRE IN TORONTO

*Broadens access to financial education, assistance and support
for self-directed investors*

Toronto, Canada, April 24, 2008 — E*TRADE Canada, a subsidiary of E*TRADE FINANCIAL Corporation (NASDAQ: ETFC), today announced the opening of its Toronto Investor Information Centre, located in the heart of the financial district at 48 Yonge Street at Wellington. The new 7,400 square-foot Investor Information Centre is the 29th for E*TRADE in North America and the first for the Company in Canada, providing customers and prospects with personalized assistance from knowledgeable Relationship Managers and on-site educational opportunities.

“E*TRADE Canada is committed to providing self-directed investors with easy access to information, services and support through multiple channels,” said Duncan Hannay, President, E*TRADE Canada Securities Corporation. “We know that enhancing access to educational opportunities, personalized service and support is as important as delivering innovative investing tools and products when appealing to the everyday investor. We are thrilled to open our first Investor Information Centre in Canada, providing customers who wish to engage with us in person the opportunity to do so.”

At the E*TRADE Canada Toronto Investor Information Centre, customers can submit applications to open RRSP and brokerage accounts, including the Cash Optimizer Investment Account, make brokerage deposits, meet with an E*TRADE Canada Relationship Manager, and attend a variety of educational seminars on such topics as trading techniques, idea generation and risk management. Internet access to the www.etrade.ca website is also available at the Centre for those who want to learn more about trading, investing and retirement products independently. The Centre is open Monday-Friday, 8:30 a.m. to 5:00 p.m.

E*TRADE Canada delivers a full suite of offerings that feature competitive pricing, premium interest rates, independent research, advanced security solutions, and superior service for the value-driven, self-directed investor.

For more information about E*TRADE Canada's investment solutions, visit www.etrade.ca.

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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