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E*TRADE LAUNCHES GROUNDBREAKING MOBILE PLATFORM

New York, NY, June 5, 2008 – E*TRADE Securities LLC today introduced E*TRADE Mobile Pro, a first-of-its-kind, integrated mobile software solution offering customers quick and easy wireless access to their E*TRADE accounts. Available exclusively on BlackBerry® smartphones from Research In Motion (RIM) (Nasdaq: RIMM; TSX: RIM), E*TRADE Mobile Pro gives customers many of the same interface, security, trading and banking features available on their desktops – with the added capability and convenience of accessing real-time information and transacting any time, anywhere, from their BlackBerry smartphones¹.

“E*TRADE customers are always on the go, and are always looking for new ways to leverage technology in order to achieve their financial goals,” said Michael Curcio, Managing Director, E*TRADE Securities LLC. “With Mobile Pro, customers have real-time access to their accounts and the information that can move markets.”

Mobile Pro offers BlackBerry smartphone users:

- Free real-time streaming stock and options quotes
- The ability to trade equities and options, including certain conditional orders
- Brokerage and bank account QuickTransfers, including those from outside financial institutions
- Live watchlists and portfolios
- CompleteView of all E*TRADE accounts on one screen
- Secure transactions backed by the E*TRADE Complete Protection Guarantee

“E*TRADE Mobile Pro provides innovative and practical capabilities that complement the communications, connectivity and multimedia features used by millions of BlackBerry smartphone customers today,” said Jeff McDowell, Vice President, Global Alliances at Research In Motion. “We are pleased to be working with E*TRADE to enhance the mobile experience for our customers.”

The new wireless platform will be showcased in E*TRADE’s upcoming television, print and online advertisements. The E*TRADE “Talking Baby” will return to test-drive the new technology and demonstrate how quick, easy and hassle-free trading and banking from a BlackBerry smartphone can be with the new Mobile Pro. The new commercial will air tonight in conjunction with Game One of the NBA Finals.

BlackBerry is the number one selling smartphone brand in North America and E*TRADE Mobile Pro is currently available for the BlackBerry® Curve™, BlackBerry® Pearl™ and BlackBerry® 8800 Series smartphones, as well as other BlackBerry smartphone models running BlackBerry® Device Software 4.1 or higher.

The new platform will be made available to all E*TRADE Securities customers by July 1 at no additional cost, providing real-time account synchronization paired with core etrade.com functionality. Currently, Mobile Pro is being beta tested by select customers. To learn more and to see a demo of the platform, visit www.etrade.com/mobile.

1. Trades received outside normal market hours will be entered the next business day.

System response and account access times may vary due to a variety of factors, including trading volumes, market conditions, system performance and other factors.

About E*TRADE FINANCIAL

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

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