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***E\*TRADE DEBUTS NEW TRADING STRATEGY AND STOCK ANALYSIS TOOLS***

***Strategy scanner and streaming sectors tools offer new ways to view, analyze and leverage market movers and conditions in real time***

**New York, September 17, 2008** – E\*TRADE FINANCIAL Corp. (NASDAQ: ETFC) today announced the launch of two new online tools by E\*TRADE Securities LLC designed to help investors identify market opportunities, generate actionable trading ideas, and make informed, real-time trading decisions. Unveiled at E\*TRADE Securities Trading Education Day event [ [www.etrade.com/ted](http://www.etrade.com/ted) ], the new tools are available exclusively on E\*TRADE's fully customizable platform for active traders, Power E\*TRADE Pro [ [www.etrade.com/pro](http://www.etrade.com/pro) ], and include:

- **Strategy scanner:** Offering more than 25 pre-defined and unlimited customizable trading strategies, E\*TRADE's new strategy scanner tool uses a powerful technical screener that continuously scans all U.S. market equities and alerts customers in real-time when set conditions, such as minimum volatility, are met. Users have the ability to back-test strategies up to 15 calendar days to estimate a strategy's likelihood for success, and the scanner may also be customized for more complex trading algorithms.
- **Streaming sectors:** Using enhanced charting and real-time data, E\*TRADE's new streaming sectors tool demonstrates in real-time how particular industries and sectors are performing from a technical and fundamental point of view. The tool breaks down sub-sectors by individual stocks, highlighting those that are significantly impacting overall sector performance.

"In today's volatile markets, active traders value knowledge, ideas and tools that will help them spot opportunities, mitigate risk, and make informed, real-time decisions," said Michael Curcio, managing director, E\*TRADE Securities LLC. "At E\*TRADE, we are focused on providing innovative tools to help stimulate idea generation, while teaching investors new ways to analyze and leverage the markets in real time."

E\*TRADE Securities debuted the new tools at its Trading Education Day in Chicago, a day-long educational event offering investors the chance to learn about strategies for leveraging market volatility, protecting gains and limiting losses, and identifying market opportunities for stocks, options and futures at no additional cost.

The tools are available at no charge to Power E\*TRADE Pro customers, and are fully integrated and streamlined on the active trader platform. The tools build on enhancements to the Power

E\*TRADE Pro platform introduced earlier this year, including the ability to view and customize options analytics, streaming Greeks and implied volatilities. In addition, a new Excel plug-in feature provides enhanced customization features and the ability to create spreadsheets with unlimited conditional order algorithms using individualized cost basis methodologies.

For more information about E\*TRADE Securities products, services and educational initiatives, visit [www.etrade.com](http://www.etrade.com).

### **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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