

**FOR IMMEDIATE RELEASE**

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**E\*TRADE FINANCIAL OPENS NEW BRANCH IN MORRISTOWN, NJ**

*Expands retail infrastructure to broaden access to education, service and support*

**New York, September 25, 2008** — E\*TRADE FINANCIAL Corporation today announced the opening of its Morristown, NJ branch, marking the Company's 28<sup>th</sup> location to serve individual investors in the United States. The new branch, located at 26 West Park Place, provides customers with access to comprehensive trading, investing and banking solutions, along with education and personalized service from Relationship Managers and Financial Advisors.

"E\*TRADE is committed to providing self-directed investors with easy access to financial information, services and support through multiple channels to help them reach their financial and life goals," said Michael Curcio, Managing Director, E\*TRADE Securities LLC. "As we continue to grow and expand our retail investing, trading and banking offerings, we are thrilled to provide the residents of Morristown with a branch to access our products and services."

At the Morristown branch, customers can open brokerage and bank accounts, make brokerage deposits, and discuss investing options with Relationship Managers and Financial Advisors. Residents will also be able to attend a variety of educational seminars on such topics as trading techniques, investment idea generation and risk management. Internet access to [etrade.com](http://etrade.com) is also available at the branch to those who want to learn more about the trading, investing and cash management products independently. The branch will be open Monday-Friday, 8:30 am to 5:00 pm.

E\*TRADE FINANCIAL currently operates 28 branches in the United States, including Alhambra, CA; Atlanta, GA; Boston, MA; Brentwood, CA; Charlotte, NC; Chicago, IL;

Chinatown, NY; Costa Mesa, CA; Dallas, TX; Denver, CO; Farmington Hills, MI; Fort Lauderdale, FL; Garden City, NY; Houston, TX; King of Prussia, PA; La Jolla, CA; Minneapolis, MN; Morristown, NJ; Orlando, FL; Palo Alto, CA; Park Avenue, NY; Roseville, CA; San Francisco, CA; Scarsdale, NY; Scottsdale, AZ; Seattle, WA; Torrance, CA and Washington, DC.

### **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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#### 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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