

**FOR IMMEDIATE RELEASE**

**E\*TRADE FINANCIAL Media Relations Contact**

Pam Erickson

617-296-6080

[pam.erickson@etrade.com](mailto:pam.erickson@etrade.com)

**E\*TRADE FINANCIAL Investor Relations Contact**

Brett Goodman

646-521-4406

[brett.goodman@etrade.com](mailto:brett.goodman@etrade.com)

**YAHOO! SELECTS E\*TRADE FINANCIAL CORPORATE SERVICES  
FOR EQUITY COMPENSATION NEEDS**

**NEW YORK, NY – November 20, 2009** – E\*TRADE FINANCIAL Corp. (NASDAQ: ETFN) today announced that Yahoo! has selected E\*TRADE Corporate Services to administer its employee equity compensation programs. Yahoo! has chosen E\*TRADE Corporate Services as their end-to-end provider of stock plan administration services, including E\*TRADE Corporate Services' Equity Edge® product and the participant services and investing tools from E\*TRADE Securities.

"We are thrilled to have the opportunity to serve Yahoo! and its employees' stock plan needs," said James Wulforst, President, E\*TRADE Corporate Services. "Managing equity compensation is complex and time-consuming. Our Equity Edge platform creates efficiencies and reduces time spent on the administrative tasks involved in managing a stock plan – giving our customers more time to focus on using equity compensation to attract and retain the best employees."

In an environment of regulatory change and workforce globalization, the Equity Edge suite of stock plan solutions from E\*TRADE Corporate Services provide fully integrated, tailored, end-to-end programs that benefit corporate administrators and their employees. E\*TRADE supports all equity vehicles, including stock options, restricted stock awards and units, performance awards, appreciation rights and employee stock purchase programs. Companies who choose E\*TRADE have access to certified equity professionals for the development of customized services. Employees benefit from the seamless integration of E\*TRADE's easy-to-use, online employee stock plan services, including the review of stock plan benefits, conducting transactions, and receiving or reinvesting proceeds.

"E\*TRADE's easy-to-use platform with its integrated reporting capabilities is the right solution for our stock plan administration needs," said Debbie Tsoi-A-Sue, Director of Stock Plan Services at Yahoo! "Additionally, our global participants appreciate the ability to easily access their employee-owned stock and grant information online via the [etrade.com](http://etrade.com) web portal."

With more than 25 years experience, E \*TRADE Corporate Services is the premier provider of equity compensation management tools and the equity compensation provider for many of the world's top companies, including 25 percent of the S&P 500. It

is also a key E\*TRADE growth channel, as Corporate Services clients are a proven source of mass affluent customers for E\*TRADE Securities LLC.

To learn more about E\*TRADE Corporate Services, the Equity Edge product line, or consulting services, please visit: [www.etrade.com/corporateservices](http://www.etrade.com/corporateservices).

#### **About E\*TRADE FINANCIAL**

The E\*TRADE FINANCIAL family of companies provides financial services including online brokerage and related banking products and services to retail investors. Specific business segments include Trading and Investing and Balance Sheet Management. 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. Employee stock plan solutions are offered by E\*TRADE Financial Corporate Services, Inc.

# # #

#### **Important Notices**

E\*TRADE FINANCIAL, E\*TRADE and the E\*TRADE logo are trademarks or registered trademarks of E\*TRADE FINANCIAL Corporation.

E\*TRADE Financial Corporate Services and its affiliates do not provide legal, accounting or tax advice. Always consult your own legal, accounting or tax advisers.

Yahoo! is a registered trademark of Yahoo! Inc.

© 2009 E\*TRADE FINANCIAL Corporation. All rights reserved.