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**E\*TRADE ANNOUNCES SUPER BOWL® XLIII ADVERTISEMENT**

**Company Confirms the “Talking Baby” is Back**

NEW YORK, January 23, 2009 — E\*TRADE FINANCIAL Corp. (NASDAQ: ETFC) today announced a new 30-second advertisement featuring its “Talking Baby” will debut during Super Bowl® XLIII, airing on February 1, 2009. Returning to the Game for the third consecutive year signifies the considerable return on investment achieved by advertising during the Super Bowl. The acclaimed “Talking Baby” ad campaign<sup>1</sup>, which premiered during Super Bowl® XLII, generated widespread attention and sizable momentum that resulted in double-digit percent growth in new brokerage accounts immediately following last year’s Game — and inspired viewers, admirers and customers to take part in what quickly evolved into an online and offline phenomenon well after the Game.

“History repeatedly has shown that those who continue to make smart marketing investments when economic times are uncertain are best positioned for success when the economy rebounds,” said Nicholas A. Utton, Chief Marketing Officer, E\*TRADE FINANCIAL Corp. “That’s why, in this uncertain economic climate, reinforcing the strength of our brand and value proposition is critical. Our return to the Super Bowl signifies the strength of E\*TRADE’s core business and the loyalty and growth potential of our customer base.”

To maximize the Super Bowl investment and appeal to a wide audience before and after the Game, E\*TRADE is leveraging strategic social media channels. The “Talking Baby” personality will come to life on the Web in advance of the Super Bowl, building anticipation for the airing of the commercial. Starting today, E\*TRADE’s branded channel on YouTube ([www.youtube.com/etrade](http://www.youtube.com/etrade)) will feature an irreverent outtakes video of Baby footage that didn’t make the cut for the final commercial. Consumers can learn more about the Baby on his Facebook® Page (<http://www.facebook.com/home.php#/pages/ETRADE-Baby/45441344525>) and on Twitter® ([www.twitter.com/etradebaby](http://www.twitter.com/etradebaby)).

With another large audience expected to tune in to the Super Bowl, E\*TRADE's marketing campaign is geared toward generating considerable attention before and following game day. The Company expects to continue to appeal to the mass audience while targeting new business growth for the core retail franchise.

Grey New York, E\*TRADE's advertising agency of record since 2007, will again create the campaign, which will be executed throughout the year on television, in print and online. The concept reinforces E\*TRADE's strength as a customer champion by highlighting the innovations that help liberate retail investors from old fashioned brokerages and banks. E\*TRADE enables consumers to take control of their investments and savings in an uncertain economy — taking charge of their own financial destinies.

"The 'Talking Baby' campaign is an extremely effective component of our marketing strategy because it immediately engages viewers and hits home E\*TRADE's strengths to our target audience," continued Utton. "We succeeded in creating something memorable that engages retail investors in a meaningful way through multiple channels, and more importantly, has produced significant return on investment."

"E\*TRADE has always flown in the face of traditional brokerages," said Tor Myhren, Chief Creative Officer of Grey New York. "And this little, financially-savvy, street-wise baby has seemed to really tap a nerve with more independent investors. He shows that anyone can do it. Seeing how easy it is for him helps people overcome their fears of what they perceive as complicated technology."

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<sup>1</sup> #1 most viewed Super Bowl ad as measured by TiVo © (2008)  
#1 Super Bowl spot by *Ad Age* creative critic Bob Garfield (2008)  
One of the most viewed YouTube brand channels, with more than 2.5 million views to date

## **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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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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