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E*TRADE HELPS INVESTORS DIVERSIFY THEIR PORTFOLIOS WITH NEW FIXED INCOME TOOLS, RESEARCH AND EDUCATION

NEW YORK; March 17, 2009 – E*TRADE FINANCIAL Corp. [NASDAQ: ETFC] today announced that E*TRADE Securities has several new offerings to help investors select fixed income investments – including bonds, mutual funds and ETFs – to best meet their personal circumstances and goals.

“Customers are seeking greater portfolio diversification given recent market volatility, as evidenced by the greater than 50 percent increase we saw in fixed income trading in the second half of 2008,” said Michael Curcio, Managing Director, E*TRADE Securities. “To better assist them, we’re introducing tools designed to simplify the bond selection process, provide greater transparency, improve access to information, and help customers make more informed fixed income investing decisions.”

E*TRADE’s new fixed income tools and enhancements include:

- **Fixed Income Funds Selector** – an easy-to-use tool that provides bond fund and ETF recommendations online, anytime based on the customer’s investing time horizon, risk tolerance and tax preference.
- **Redesigned Bond Center and Homepage** – designed to help all investors with portfolio diversification, the Bond Center provides simple well-organized parameters to search bonds, as well as a “best yield” matrix of the most popular fixed income categories including Corporate, Municipal, Treasury, etc. – helping investors evaluate attractive yield opportunities.
- **Price History** – new functionality that gives a 30-day price history “snapshot” on corporate and municipal bonds, including daily highs and lows and type of trade (including purchase, sale or dealer-to-dealer) providing individual investors with information that may otherwise be difficult to obtain.
- **Additional Fixed Income Education** – including monthly fixed income market commentary from E*TRADE Capital Management, an SEC-registered investment adviser affiliate, as well as comprehensive fixed income news from Briefing.com. The new Bond Center Homepage also provides easy access to knowledge-building and educational resources, helping customers gain greater investing acumen and build confidence.

E*TRADE Securities offers a simple, commission-based agency pricing structure, as well as commission-free online U.S. Treasury trades. Customers have three ways to purchase these products based on their experience and level of comfort – independently online; over the phone through the Fixed Income Service Desk; or with the help and guidance of an experienced Financial Adviser.

The E*TRADE website provides one of the largest selections of fixed income products available online and 30,000 fixed income products including Treasury, Agency, Corporate and Municipal securities, and brokered CDs.

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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