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E*TRADE LAUNCHES INVESTOR RESOURCE CENTER

New online center matches customers with the financial information and solutions they need based on personal goals

NEW YORK, NY – May 12, 2009 – E*TRADE FINANCIAL Corp. (Nasdaq: ETFC) announced today that E*TRADE Securities LLC is introducing a new online center that provides customers with an aggregated view of information, guidance and solutions to work toward achieving personal financial goals quickly and easily.

The new Investor Resource Center allows investors to search through E*TRADE's comprehensive collection of tools, market insights, research, education and third-party resources by investing topic ("What are you looking to learn?") or by life events ("Where are you in life?") — providing quicker, easier, more intuitive navigation. Customers may then explore, rate and implement the Investor Resource Center-generated financial options immediately or save them for later review.

"At E*TRADE, our goal is to make investing as simple and intuitive as possible," said Michael Curcio, President, E*TRADE Securities. "The Investor Resource Center organizes a wealth of information in a way that makes sense to investors, by asking where they are in life and what financial goals they have. In a market environment where investors want to better understand their financial options, E*TRADE provides the tools needed to help individuals build customized portfolios that serve their specific needs."

The Investor Resource Center, available at no additional cost to all E*TRADE customers, is organized around four of the most frequently asked questions regarding financial planning.

- **"What are you looking to learn?"** – This section includes timely information and actionable tools regarding investing, personal finance, planning, tax, retirement and trading. Information is organized according to basic, intermediate and advanced investment knowledge levels. Average ratings from E*TRADE customers are also included for each article, providing a peer-to-peer viewpoint. Customers can track their research and bookmark information for later reference.
- **"Where are you in life?"** – This area features a needs-based resource center designed to provide customers with relevant research, resources and financial tools to help them tackle

the financial challenges that accompany various life stages, including: beginning to invest, managing new wealth, marriage/divorce, starting a family, changing jobs, estate planning, preparing for retirement or enjoying retirement.

- **"Current Insights"** – This section consolidates up-to-the-moment financial industry commentary and analyses from E*TRADE, as well as from such third-party authorities as Standard & Poor's, Forefield, *SmartMoney* and Morningstar.
- **"Resources"** – This area guides customers to the online tools, calculators, screeners and optimizers to help them customize and act on new information and opportunities.

Curcio added, "Even the most sophisticated investors appreciate guidance when they anticipate a new life event. By combining a needs-based approach to finding information with intuitive tools, advice from professionals and peer guidance, E*TRADE customers can better take control of their finances in a very uncertain economy."

About E*TRADE FINANCIAL

The E*TRADE FINANCIAL family of companies provides financial services including trading, investing and related banking products and services to retail investors. 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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