

## **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)

## **SMARTMONEY™ RANKS E\*TRADE THE #1 ONLINE BROKER**

**New York, NY, May 18, 2009** – E\*TRADE FINANCIAL Corp. (NASDAQ: ETFC) today announced SmartMoney Magazine has ranked E\*TRADE Securities the #1 Online Discount Broker with high scores across five categories. The 17<sup>th</sup> annual Broker Survey, which appears in the June 2009 issue of the magazine, rigorously analyzed the offerings and performance of 16 online brokers based on: Mutual Funds & Investment Products, Banking Services, Trading Tools, Research, and Customer Service.

“Earning the top spot for three consecutive years is a testament to the strength of E\*TRADE’s business. Securing SmartMoney’s highest ranking in this challenging market environment is especially rewarding,” said Michael Curcio, President, E\*TRADE Securities LLC.

“SmartMoney’s ranking showcases what our customers know best: E\*TRADE delivers low-cost, easy-to-use, robust trading and investing platforms and high-quality research tools paired with cash management capabilities and old-fashioned customer service.”

E\*TRADE ranked #1 overall demonstrating ‘strength across the board’ and earned five out of five stars in the Customer Service, Research, Trading Tools and Banking Services categories. It received four stars for Mutual Funds and Investment Products. SmartMoney noted E\*TRADE’s expansive investor education offerings, the addition of 24-by-7 customer service phone support, ATM fee waivers and free online bill-pay services, and fast response times to log-in and preview a trade order as reported by Gomez, a third-party web site monitoring company.

For more information on the SmartMoney 2009 Broker Survey, visit <http://www.smartmoney.com/mag>.

### **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.

SmartMoney is a registered trademark of SmartMoney, a joint publishing venture between Dow Jones & Company, Inc. and Hearst<sup>SM</sup> Partnership.

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