

## FOR IMMEDIATE RELEASE

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## **E\*TRADE LAUNCHES MOBILE PRO APPLICATION FOR APPLE IPHONE™ AND IPOD® TOUCH**

### *Broadens Access to E\*TRADE's Powerful Mobile Trading Application*

New York, NY, May 4, 2009 – E\*TRADE FINANCIAL Corp. (NASDAQ: ETFC) today announced that E\*TRADE Securities LLC has introduced E\*TRADE Mobile Pro for Apple's iPhone and iPod touch, expanding customer access to on-the-go, real-time investment, market and account information. The application provides many of the same interface, security, trading and banking features available on [etrade.com](http://etrade.com) to customers via their iPhone or iPod touch. The application is available at no additional cost to all E\*TRADE Securities customers via the Apple App Store.

"Right now, consumers are especially concerned about the state of the markets. More and more, individual investors want regular and immediate access to market information," said Michael Curcio, President, E\*TRADE Securities LLC. "By extending the Mobile Pro application to iPhone and iPod touch, we continue to empower our customers to take advantage of leading technology to access their accounts and information that can help them stay on top of their investments."

Designed with streamlined navigation providing an experience similar to [etrade.com](http://etrade.com), Mobile Pro reduces the steps needed to perform various tasks and provides customers with confirmation of transactions before they are completed.

Mobile Pro functionality for iPhone and iPod touch includes:

- Access to bank and brokerage account details
- New charting and enhanced watch list capabilities
- Free real-time streaming stock and options quotes
- Ability to trade stocks and options, including conditional orders
- Ability to transfer funds between brokerage and bank accounts, including transfers from outside financial institutions
- Live watch lists and portfolios
- CompleteView of all E\*TRADE accounts on one screen
- Secure transactions backed by the E\*TRADE Complete Protection Guarantee

To learn more and see a demo of the platform, visit [www.etrade.com/iphone](http://www.etrade.com/iphone).

Since its initial launch in July 2008, E\*TRADE's Mobile Pro application for BlackBerry® smartphones has experienced nearly two million logins with millions of dollars processed through the Quick Transfer functionality. Peak customer engagement occurs during mid-day (11 a.m. - 2 p.m.) in local time zones, and users most frequently view portfolio activity, market news and real-time streaming quotes.

iPhone™ is a trademark of Apple Inc. iPod® is a registered trademark of Apple, Inc.

BlackBerry® is a registered trademark of RIM.

### **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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