

FOR IMMEDIATE RELEASE

E*TRADE Media Relations Contact

Susan Hickey
646-521-4675
susan.hickey@etrade.com

E*TRADE Investor Relations Contact

Brett Goodman
646-521-4406
brett.goodman@etrade.com

E*TRADE SECURITIES' CHRISTOPHER LARKIN TO CHAIR THE 2010 FIA AND OIC EQUITY OPTIONS CONFERENCE

New York, NY – Oct. 5, 2010 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that E*TRADE Securities Senior Vice President of Active Trading, Christopher Larkin, is chairing the Fifth Annual FIA and OIC Equity Options Conference being held today at the New York Marriott Marquis in Times Square, New York City.

The event, sponsored by The Options Industry Council and the Futures Industry Association, will bring together more than 340 professionals representing brokerage firms, funds, exchanges, regulatory organizations, law firms, service organizations and members of the media to discuss the state of the U.S. equity options industry.

“We’re gathering to address the key issues affecting the equity options markets so we may work to improve options trading on behalf of investors,” said Larkin. “I look forward to engaging with our industry peers on the latest trends, products, rules and pending regulations surrounding the equity options markets, and determining our outlook and objectives for the coming year.”

To kick off the conference, Larkin joined colleagues from NASDAQ OMX, the Futures Industry Association and the Options Industry Council to ring the NASDAQ closing bell on Monday, October 4, 2010.

For more information on the 2010 FIA and OIC Equity Options Conference, visit:
<http://www.futuresindustry.org/2010-new-york-equity-options-conference.asp>.

About Christopher Larkin

As SVP of Active Trading, Christopher Larkin is responsible for the strategic direction and growth of E*TRADE's equity trading, options and futures businesses. With nearly 20 years experience in retail-based brokerage services, Larkin is responsible for E*TRADE's product development team that delivers innovative and relevant products, tools and services to the company's active investing customer base. Since joining E*TRADE in 2002, Larkin has been instrumental in enhancing the customer experience – expanding capabilities on the Power E*TRADE Pro platform, introducing futures trading, and building the company's options offering from the ground up. Larkin holds series 7, 8, 24, 63 & 3 licenses and is a member of the SIFMA Options Committee. He also serves on the Customer Advisory Board for all major option exchanges.

About E*TRADE Financial

The E*TRADE Financial family of companies provides financial services including online brokerage and related banking products and services to retail investors. Specific business segments include Trading and Investing and Balance Sheet Management. 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. ETFC-G

Important Notices

E*TRADE Financial, E*TRADE and the E*TRADE logo are trademarks or registered trademarks of E*TRADE Financial Corporation.

© 2010 E*TRADE Financial Corporation. All rights reserved.