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**E*TRADE LAUNCHES MOBILE INVESTING AND BANKING APPLICATION FOR
ANDROID™ SMARTPHONES**

***E*TRADE Mobile Pro for Android Features First-of-its-Kind Widget Allowing Users to
View Market Data and Information on Their Device's Home Screen***

New York, December 16, 2010 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that E*TRADE Securities LLC has introduced E*TRADE Mobile Pro for Android¹, providing on-the-go access to real-time market news and information, E*TRADE brokerage and bank accounts, and the ability to trade stocks via Google's™ innovative mobile operating system.

The mobile investing and banking application is available free in the [Android Market](#) and features a first-of-its-kind downloadable widget enabling users with one-click access to view market data, indices, and stock quotes on the device's home screen.

"E*TRADE Mobile Pro for Android is designed to make accessing and interacting with the markets easier than ever with the ability to view, update, and track market information from your home screen, no log-in required," said Michael Curcio, President, E*TRADE Securities. "We're always looking for new ways to enhance the user experience and deliver the features and functionalities that investors want most, and we expect E*TRADE Mobile Pro for Android to be very well received."

E*TRADE Mobile Pro for Android features many of the same interface, security, trading, and banking features available at www.etrade.com. By logging on to the application, users will have access to:

- View real-time streaming stock and options quotes
- Access real-time news and information
- Trade stocks during regular market and extended hours sessions²
- View orders, alerts, news, charts, watchlists, and portfolios
- View a "Complete View" of all E*TRADE brokerage and bank accounts

(more)

Mobile adoption and activity continue to increase among E*TRADE customers across all of the company's mobile platforms, which include E*TRADE Mobile Pro for BlackBerry™, iPhone™, iPod® Touch, and iPad,™ as well as the company's web-based mobile platform. To learn more about E*TRADE Mobile Pro, visit <http://www.etrade.com/mobile>.

¹ E*TRADE Mobile Pro for Android will run on any Android device with Android O.S. 1.6 or higher.

² Extended Hours Trading (12-hour session) involves unique risks, which include greater price volatility, less liquidity and wider bid/ask. E*TRADE Securities cannot guarantee that Extended Hours Trading will give the best price for any given stock or that all such orders will be executed. Orders are executed solely during open market hours

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iPad is a trademark of Apple Inc. iPhone and iPod Touch are registered trademarks of Apple Inc.

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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

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