FOR IMMEDIATE RELEASE

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E*TRADE TO HOST EDUCATION DAY IN ORLANDO

Complimentary education open to investors and traders of all experience levels

ORLANDO, January 12, 2018 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced it will host an Education Day at the Hilton Orlando Bonnet Creek in Orlando, FL on Saturday, January 20, 2018 from 8 a.m. to 5 p.m. The event offers a number of complimentary sessions for investors and traders interested in learning from financial professionals.

- Investors and traders can tailor their own experience from a selection of 24 specialized sessions.
- Financial Consultants from the E*TRADE Orlando branch, members of the E*TRADE Active Trader Team, and Futures Specialists from E*TRADE and CME Group will be on-site all day to answer questions about investing, retirement planning, derivatives trading, and futures trading.
- E*TRADE welcomes anyone to join whether or not they are an E*TRADE customer.

Sessions run concurrently across four tracks and range from investing and futures basics to advanced options strategies. Investors and traders can attend any sessions across all tracks:

Time (ET)	**Trading Track**	**Options Track**	**Investing Track**	**Advanced Options and Futures Track**
8:00–9:00 a.m.	**Breakfast and Registration**			
9:00–10:00 a.m.	**The Value of a Stock** Learn how fundamental indicators can be used to analyze and compare stocks.	**Getting Started with Options** Explains the basic concepts and definitions behind options.	**Four Steps to Investing for a Financial Goal** Learn how to define goals and develop an appropriate asset allocation for each.	**Debit and Credit Spreads: Fine-Tuning Risk** See how to use multiple options to create spreads with different risk profiles.
10:15–11:15 a.m.	**The Market for Stocks** Learn exchanges, indexes, market sectors, and frameworks for stock selection.	**Using Options for Speculation** Discover what to consider when using options as a substitute for stock.	**Building a Portfolio with Mutual Funds and ETFs** Learn how to create a diversified portfolio with these investments and the attributes of each.	**Diagonal Spreads: Combining Call Strategies** Learn how buying calls and selling calls work together as an options strategy.
11:30 a.m.–12:30	**Using Stock Charts** Discover the basics of chart analysis using	**Basic Options Income Strategies**	**Investing for a More Tax-Efficient Retirement**	**Using Options to Help Repair a Broken Stock Position**

p.m.	E*TRADE tools.	Get started trading options with these two income strategies.	Discusses how allocating investments and asset classes may add more tax efficiency to your retirement income.	Learn how to use options to try to recover from a long stock position that dropped.
1:30–2:30 p.m.	**Finding and Opening Your Trade** See how to use charts to identify patterns, indicators, and trade signals.	**Options for Protection** Learn how to use protective put options to develop a broad approach to managing risk.	**Income Investments** Learn the range of investment choices you have for an income-oriented portfolio.	**Why Trade Futures** Learn how futures may fit into your trading strategy.
2:45–3:45 p.m.	**Managing and Exiting Your Trade** Learn how to use charts and checklists to manage risk, set price targets, and exit trades.	**Using Spreads for Higher Probability Options Trades** Learn about spread trading with two basic strategies: bull call spreads and bear put spreads.	**Paying Yourself in Retirement: Creating a Sustainable Withdrawal Plan** Highlights portfolio withdrawal techniques to help combat inflation and market risk in retirement.	**Futures Trading at E*TRADE** Learn how to view futures quotes, as well as other useful trading tips.
4:00–5:00 p.m.	**Introducing Options for Stock Traders** Learn the dynamic role options may play in your portfolio.	**Iron Condors and Butterflies for Options Income** Learn an options income strategy that combines two spreads to potentially produce a credit.	**Taking Advantage of Roth Accounts: Generating Tax-Free Income in Retirement** Highlights the benefits and rules of Roth IRAs, Roth employer plans, and Roth conversions.	**The Search for Volatility** Learn how metrics like volatility percentile rankings can help you find opportunities.

Visit the E*TRADE Education Day site for registration details. Download the E*TRADE Events mobile app on iTunes or Android app stores to view the agenda, session details, venue information, and session presentations and materials.

Members of the media interested in joining should email MediaInq@etrade.com to inquire.

E*TRADE aims to enhance the financial independence of traders and investors through a powerful digital offering and professional guidance. To learn more about E*TRADE's trading and investing platforms and tools, visit etrade.com.

For useful trading and investing insights from E*TRADE, follow the company on Twitter, @ETRADE.

About E*TRADE Financial
E*TRADE Financial and its subsidiaries provide financial services including brokerage and banking products and services to retail customers. Securities products and services are offered by E*TRADE Securities LLC (Member FINRA/SIPC). Commodity futures and options on futures products and services are offered by E*TRADE Futures LLC (Member NFA). Managed Account Solutions are offered through E*TRADE Capital Management, LLC, a Registered Investment Adviser. Bank products and services are

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Please read the important disclosures below.

E*TRADE Financial Corporation and its affiliates do not provide tax advice, and you always should consult your own tax advisor regarding your personal circumstances before taking any action that may have tax consequences.

Important Note: **Futures and options transactions are complex and carry a high degree of risk. They are intended for sophisticated investors and are not suitable for everyone. For more information, please read the Characteristics and Risks of Standardized Options and the Risk Disclosure Statement for Futures and Options prior to applying for an account. View the E*TRADE Futures LLC disclosure documents and other financial information. Moreover, there are specific risks associated with buying options, including the risk that the purchased options could expire worthless. Also, the specific risks associated with selling cash-secured puts include the risk that the underlying stock could be purchased at the exercise price when the current market value is less than the exercise price the put seller will receive. Moreover, there are specific risks associated with trading spreads, including substantial commissions, because it involves at least twice the number of contracts as a long or short position and because spreads are almost invariably closed out prior to expiration. Multi-leg options including collar strategies involve multiple commission charges. Because of the importance of tax considerations to all options transactions, the investor considering options should consult their tax advisor as to how taxes affect the outcome of each options strategy. Commissions and other costs may be a significant factor. An options investor may lose the entire amount of their investment in a relatively short period of time.**

Diversification and asset allocation do not ensure profit or protect against loss in declining markets.

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