



## **E\*TRADE FINANCIAL WINS STEVIETM AWARD FOR BEST MIS & SYSTEMS TEAM IN 3rd ANNUAL AMERICAN BUSINESS AWARDS**

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New York, New York, June 7, 2005-E\*TRADE FINANCIAL won a Stevie Award for Best MIS & Systems team in The 2005 American Business Awards last night.

Hailed as "the business world's own Oscars" by The New York Post (April 27, 2005), The American Business Awards are the first national, all-encompassing business awards program honoring great performances in the workplace. "Last night we honored outstanding companies and the individuals and teams within them," said Michael Gallagher, founder and president of The Stevie Awards, the organization that runs The American Business Awards. "The American Business Awards have grown so quickly because there was a need for a program such as this, to shine a spotlight on executives and businesses that too often go unheralded. Congratulations to all of our 2005 Finalists and Stevie Award winners."

E\*TRADE FINANCIAL was honored with the Stevie Award for Best MIS & Systems team among a group of distinguished finalists from the transportation, medical, telecom and computer hardware industries. The Award serves to further recognize the Company's ability to leverage technology to create efficiency and to identify synergy throughout its core business.

"E\*TRADE FINANCIAL relies on technology to deliver innovative products, attractive rates, cutting-edge functionality and superior service," said Joshua S. Levine, Chief Technology and Operations Officer, E\*TRADE FINANCIAL. "This Stevie Award appropriately honors our MIS & Systems team for their extraordinary efforts in contributing to the Company's unique ability to offer our customers a compelling combination of low cost infrastructure and depth of product."

Nicknamed the Stevies for the Greek word "crowned," the awards were presented during ceremonies at the Marriott Marquis Hotel in New York City. The ceremonies were hosted by CNN personality Ali Velshi, videocast live on the Internet, and broadcast nationwide on radio. Donald J. Trump received the first Lifetime Achievement Stevie Award.

More than 100 Stevies were presented in over 40 categories including Best Overall Company, Best Executive, Best Support Staffer, and Best Corporate Web Site. More than 1,200 nominations from companies of all sizes and in virtually every industry were submitted for consideration.

Details about The American Business Awards and the list of Finalists and Stevie Award winners are available at [www.stevieawards.com/aba](http://www.stevieawards.com/aba).

#### **About E\*TRADE FINANCIAL:**

The E\*TRADE FINANCIAL family of companies provides financial services including trading, investing, banking and lending for retail and institutional customers. Securities products and services are offered by E\*TRADE Securities LLC (Member NASD/SIPC). Bank and lending products and services are offered by E\*TRADE Bank, a Federal savings bank, Member FDIC, or its subsidiaries.

#### **About The Stevie Awards:**

Hailed as "the business world's own Oscars" by the New York Post (April 27, 2005), Stevie Awards are conferred in three programs: The American Business Awards, The International Business Awards, and The Stevie Awards for Women Entrepreneurs. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at [www.stevieawards.com](http://www.stevieawards.com).

Premier sponsors of The 3rd Annual American Business Awards include Rogen International, ValueVision Associates, Veritude, Ultimate Software, HB Group, and The Professional Society for Sales & Marketing Training.

Media sponsors include the Business TalkRadio Network, Hoover's Online, Selling Power Magazine and Wired Magazine. Speedera Networks and HB Group teamed to videocast the awards ceremonies live on the Internet.