



E*TRADE Unveils Super Bowl® XLVII Advertisement

February 1, 2013

*E*TRADE Baby Returns to Spread the Truth on Investing*

NEW YORK--(BUSINESS WIRE)-- E*TRADE today unveiled a new 30-second "Talking Baby" advertisement which will run during the CBS® television network broadcast of Super Bowl XLVII. View the multimedia assets associated with this press release here: <http://smp.businesswire.com/pages/etrade-unveils-super-bowl-xlvi-advertisement>.



In the Super Bowl spot, called "Save It", the E*TRADE Baby demonstrates just how much money is at stake in hidden 401(k) account fees by playing out over-the-top spending sprees that could be paid for with the money spent on fees. In the end, the Baby offers a better idea, "come to E*TRADE, and Save It."

To view E*TRADE's 2013 Super Bowl spot, "Save It," visit <http://www.youtube.com/etrade>.

"Grounded in the idea of investor empowerment, we are excited to bring back the E*TRADE Baby with a memorable and iconic ad that encourages investors to take control of their financial futures by avoiding unnecessary expenses," said Nick Utton, Chief Marketing Officer of E*TRADE Financial Corporation.

Photo: E*TRADE Baby "Auction"

"We hope this commercial, in addition to our full marketing campaign, serves as a

wake-up call for investors to take a serious look at their investments and associated costs, reminding them that E*TRADE can help them achieve their investing and retirement goals for less," Utton added.

The Baby ad is part of a comprehensive new marketing campaign spanning television, print, online, and social media, which will include:

- A second new Baby television spot
- A series of Investing Solutions television commercials, recently launched, to highlight the wide range of investing and retirement solutions available at E*TRADE
- Print and online executions aligned to the etrade.com website
- Online advertising integration with key sites including CNMoney.com™, WSJ.com®, MSN.com™, Yahoo!®, [Google](http://Google.com)®, [YouTube](http://YouTube.com)®, [Facebook](http://Facebook.com)® and [Twitter](http://Twitter.com)®
- Fully integrated social media campaign on Facebook, Twitter, YouTube and Google+. Promotions include: "[Choose Your Favorite E*TRADE Baby Commercial](#)" poll and Big Game Commercial Sneak Peek on Facebook and exclusive "Director's Cut" content
- Starting this weekend, a premiere of "Save It" will run across approximately 23,000 movie screens nationwide in both the NCM Media Networks' *FirstLook* and Screenvision *The Limelight* pre-show programs

E*TRADE has:

- Over 64 million total views and over 26,000 subscribers on YouTube
- More than 108,000 Facebook Baby and Corporate pages fans
- More than 17,000 Twitter followers

The campaign was created by Grey New York, E*TRADE's advertising agency of record since 2007.

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This press release has an accompanying Smart Marketing Page providing further details about the organization, products and services introduced below. You can access the Smart Marketing Page via the following link: <http://smp.businesswire.com/pages/etrade-unveils-super-bowl-xxvii-advertisement>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130201005166/en/>

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