

FOR IMMEDIATE RELEASE

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**E*TRADE LAUNCHES MOBILE INVESTING AND BANKING APP
FOR WINDOWS[®] PHONE**

NEW YORK, September 18, 2012 – E*TRADE (NASDAQ: ETFC) announced today the launch of E*TRADE Mobile for Windows Phone – providing on-the-go access to customers' accounts, real-time quotes and market news, and the ability to trade stocks on Windows Phone devices, such as the popular Nokia Lumia 900.

“As E*TRADE Mobile evolves, we remain committed to making investing on-the-go simple,” said Michael Curcio, President, E*TRADE Securities. “By extending E*TRADE Mobile to Windows Phone, we expand our suite of mobile platform access and enable more of our customers to stay in touch with the markets.”

Available to customers at no cost via Windows Marketplace, [E*TRADE Mobile for Windows Phone](#) features many of the same interface, security, trading, and cash management features available at www.etrade.com, allowing users to:

- Trade stocks and ETFs
- Spot opportunities and react quickly with real-time streaming stock quotes
- View orders, alerts, integrated charts, and breaking news
- Manage accounts easily with 24/7 "Complete View" access to all E*TRADE brokerage and bank accounts
- Make secure transactions backed by the E*TRADE Complete Protection Guarantee¹

“We are excited to bring E*TRADE Mobile investing and trading capabilities to Windows Phone through the collective efforts of E*TRADE, Nokia and Microsoft,” said Mark Fletcher, Director, Global Partnering & Application Development, Nokia.

According to Todd Brix, Senior Director, Windows Phone Apps Team, Microsoft Corporation, “E*TRADE Mobile customers seeking to stay in touch with their accounts and the markets will benefit from the ease-of-use and convenience of the Windows Phone platform.”

To learn more about E*TRADE Mobile, visit <http://www.etrade.com/mobile>.

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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, including E*TRADE Mobile trading applications, 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 and affiliates. More information is available at www.etrade.com. ETFC-G

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Forward-Looking Statements: The statements contained in this news release that are forward looking are based on current expectations that are subject to a number of uncertainties and risks, and actual results may differ materially. The uncertainties and risks include, but are not limited to, potential changes in market activity, anticipated changes in the rate of new customer acquisition and in rate of net acquisition of brokerage accounts and assets, macro trends of the economy in general and the residential real estate market, instability in the consumer credit markets and credit trends, potential changes in liability relating to auction rate securities, increased mortgage loan delinquency and default rates, portfolio growth, portfolio seasoning and resolution through collections, sales or charge-offs, the uncertainty surrounding the foreclosure process, and the potential negative regulatory consequences resulting from the implementation of financial regulatory reform as well as from actions by or potentially more restrictive policies or interpretations of the Federal Reserve and the Office of the Comptroller of the Currency or other regulators. Further information about these risks and uncertainties can be found in the annual, quarterly, and current reports on Form 10-K, Form 10-Q, and Form 8-K previously filed by E*TRADE Financial Corporation with the Securities and Exchange Commission (including information in these reports under the caption "Risk Factors"). Any forward-looking statement included in this release speaks only as of the date of this communication; the Company disclaims any obligation to update any information.

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