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**E*TRADE SECURITIES, NETHERLANDS, UNVEILS NEW GLOBAL
ONLINE TRADING PLATFORM**

*GLOBAL TRADER PLATFORM OFFERS COMPETITIVELY PRICED ONLINE TRADING ON THE
DUTCH, US AND EUROPEAN EXCHANGES FOR RETAIL INVESTORS*

Amsterdam, The Netherlands, June 11, 2008 – E*TRADE Securities Limited, Netherlands Branch, a wholly owned subsidiary of E*TRADE FINANCIAL Corporation (NASDAQ: ETFC), today announced a new online trading platform that provides retail investors with direct access to multiple European and US exchanges. The Global Trader Platform is a software-based trading platform that allows Dutch traders to directly transact shares and receive real-time quotes on the following exchanges:

- Dutch Euronext exchange
- German Xetra exchange
- Denmark, Sweden and Norway OMX exchanges
- US NASDAQ and AMEX exchanges

The platform is aimed at active traders who transact at least 10 trades per month. For this customer tier, commission for equities and Turbo trades start at 6.99 Euros plus 0.06 per cent of the trade value; and is among the most competitive pricing available for Dutch active traders. Coupled with specialised customer service—a dedicated Relationship Manager team with fluency in Dutch, French, English, Spanish and German—and free access to seminars and technical analysis tools, Dutch active traders have the resources available to readily trade on international exchanges.

Mathias Helleu, managing director of E*TRADE's International business said: "Today's launch of the Global Trader Platform is a strategic component of our retail trading strategy in the Netherlands. Our 2008 operating plan is focused on expanding our retail offering in high-growth

regions, such as the Netherlands, and making E*TRADE more competitive in those regions through enhanced offerings and services.”

Barry van der Laan, director of E*TRADE Securities Limited, Netherlands Branch, said: “The Global Trader Platform brings together the right combination of product functionality, service and price that is critical to attracting customers and building loyalty. The Global Trader Platform represents E*TRADE’s commitment to the Dutch market, and we plan to build upon the platform to provide retail investors with competitively priced access to new markets and products, such as derivatives.”

Mr. van der Laan adds: “Over the past year, our Dutch customers have shown a strong engagement with the US market, and we’re confident they will exhibit a similar level of enthusiasm for the local and European markets.”

The Global Trader Platform is available for free to E*TRADE customers at www.nl.etrade.com. A 10,000 Euro minimum deposit is required to open an account.

E*TRADE operates a trading website and a retail office in Amsterdam. E*TRADE was among the first online financial services firms in the Netherlands to offer Dutch investors competitive access to the US markets.

E*TRADE FINANCIAL Corporation, one of the leading global online brokerage firms, services over 4.7 million retail accounts and oversees 17 branded websites worldwide.

For further information on E*TRADE in the Netherlands, visit www.nl.etrade.com

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About E*TRADE FINANCIAL

The E*TRADE FINANCIAL family of companies provides financial services including trading, investing and banking for retail customers.

Services to Dutch customers are offered by E*TRADE Securities Limited, Netherlands Branch, which is regulated by the Netherlands Authority for the Financial Markets (“AFM”). E*TRADE Securities Limited is authorised and regulated by the Financial Services Authority in the UK and is a wholly owned subsidiary of E*TRADE Financial.

This financial promotion is approved by E*TRADE Securities Limited who are authorised and regulated in the United Kingdom by the Financial Services Authority. E*TRADE Securities Limited is a company registered in Scotland No. SC103238 with its principal place of business at 42nd Floor, One Canada Square, London, E14 5AA, United Kingdom. Registered Office: 24 Great King Street, Edinburgh, EH3 6QN, United Kingdom.

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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, changes in market activity, anticipated increases in the rate of new customer acquisition, the conversion of new visitors to the site to customers, the activity of customers and assets held at the institution, seasonality, macro trends of the economy in general and the residential real estate market, instability in the consumer credit markets and credit trends, rising mortgage interest rates, tighter mortgage lending guidelines across the industry, increased mortgage loan delinquency and default rates, portfolio growth, portfolio seasoning and resolution through collections, sales or charge-offs, the development and enhancement of products and services, competitive pressures (including price competition), system failures, economic and political conditions, changes in consumer behaviour and the introduction of competing products having technological and/or other advantages. Further information about these risks and uncertainties can be found in the information included in the annual reports previously filed by E*TRADE FINANCIAL Corporation with the SEC on Form 10-K (including information under the caption "Risk Factors") and quarterly reports on Form 10-Q.

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