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E*TRADE TO HOST EDUCATION DAY IN NEW YORK CITY

Complimentary education open to investors and traders of all experience levels

NEW YORK, August 30, 2019 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced it will host an Education Day at the [Convене Event Venue](#) in New York City, on Saturday, September 7, 2019, from 8 a.m. to 5 p.m. The event offers several complimentary sessions for investors and traders interested in learning from financial professionals.

- Investors and traders can tailor their own experience from a selection of 12 specialized sessions.
- Financial Consultants from local E*TRADE branches, members of the E*TRADE Trader Service Team, and guest speakers from OptionsANIMAL, an options education company, will be on-site all day to answer questions about equity and derivatives trading.
- E*TRADE welcomes anyone to join, whether or not they are an E*TRADE customer.

Sessions run concurrently across two tracks. Sessions explore a variety of topics, from using Power E*TRADE and exploring chart analysis to understanding types of options risk and multi-leg options strategies. Investors and traders can attend sessions across all tracks:

Time (ET)	Technical Stock Trader	Strategic Options Trader
8:00– 9:00 a.m.	Breakfast and Registration	
9:00– 10:00 a.m.	Chart analysis: The trend is your friend Break down the basics so you can make the most of these powerful technical analysis techniques.	Using options for speculation Discover what to consider when using options as a substitute for stock.
10:15– 11:15 a.m.	Chart analysis: Confirmation and price targets Learn how volume and technical indicators can help determine potential profit and risk.	The Greeks and how you can use them Learn about “the Greeks” and how they can help estimate potential options risk in a portfolio.
11:30 a.m.– 12:30 p.m.	Rational trading: Having a plan and sticking to it Learn how to treat your trading like a business, with a plan that includes risk boundaries, position sizing, and more.	The art of the covered call Understand covered call dynamics like choosing stocks, strike prices, and expiration series.
12:30–1:30 p.m.	Lunch	
1:30– 2:30 p.m.	Finding ideas: Seeking stocks that fit the plan Find and analyze ideas for various trading strategies using E*TRADE tools.	Trading spreads, a leg-up strategy Learn how to get started trading spreads with two basic strategies: bull call spreads and bear put spreads.

2:45– 3:45 p.m.	Introduction to options Learn the basics of options trading and common terminology.	Iron condors for options income Understand how to create an iron condor and then use this strategy to establish a controlled-risk position.
4:00– 5:00 p.m.	The dynamic collar Discover how to effectively manage stock positions as the market moves.	Getting the most from Power E*TRADE Explore how to build basic and advanced charts, analyze options prices, and run live scans.

Visit the E*TRADE [Education Day site](#) for registration details.

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 offered by E*TRADE Bank, and RIA custody solutions are offered by E*TRADE Savings Bank, both of which are national federal savings banks (Members FDIC). More information is available at www.etrade.com.

Please read the important disclosures below.

Important note: Options transactions are intended for sophisticated investors and are complex, carry a high degree of risk, and are not suitable for all investors. For more information, please read the [Characteristics and Risks of Standardized Options](#) prior to applying for an account. Moreover, there are specific risks associated with buying options, including the risk that the purchased options could expire worthless. Also, 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.

E*TRADE and OptionsANIMAL are separate and unaffiliated companies.

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