

FOR IMMEDIATE RELEASE

E*TRADE Media Relations

646-521-4418

mediainq@etrade.com

E*TRADE Investor Relations

646-521-4406

ir@etrade.com

**E*TRADE FINANCIAL CORPORATION ANNOUNCES
UPCOMING SPEAKING ENGAGEMENT**

NEW YORK, January 29, 2019 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it will present at the 2019 Credit Suisse Financial Services Forum. A live webcast and replay will be accessible through the E*TRADE Financial corporate website at about.etrade.com.

2019 Credit Suisse Financial Services Forum

Tuesday, February 12, 2019

Key Biscayne, FL at 11:20 a.m. ET

Michael Pizzi, Chief Operating Officer

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). Investment advisory services 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 federal savings banks (Members FDIC). More information is available at www.etrade.com.

E*TRADE Financial, E*TRADE, and the E*TRADE logo are trademarks or registered trademarks of E*TRADE Financial Corporation. ETFC-G

© 2019 E*TRADE Financial Corporation. All rights reserved.