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E*TRADE TO HOST EDUCATION DAY IN LA JOLLA

Complimentary education open to investors and traders of all experience levels

SAN DIEGO, March 16, 2017 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced it will host an Education Day at the [San Diego Marriott La Jolla](#) in La Jolla on Saturday, March 25, 2017. The event offers a number of complimentary sessions for investors and traders interested in learning from financial professionals.

- Investors can tailor their own experience from a selection of 16 specialized sessions.
- Financial Consultants from E*TRADE's La Jolla branch and members of E*TRADE's Options and Futures Specialist Team will be on-site all day to answer questions about investing, retirement planning, options trading, and more.
- Education Day sessions run from 9:00 a.m.– 4:30 p.m.
- E*TRADE welcomes anyone to join whether or not they are an E*TRADE customer.

Sessions run concurrently across three tracks and range from investing basics to advanced options strategies. Investors and traders can attend any sessions across all tracks:

Time (PT)	Trading Track	Options Track	Investing Track
9:00– 10:00 a.m.	Introduction to Markets and Trading¹ Learn how technical analysis may help you identify investment opportunities.	Getting Started with Options² Explains the basic concepts and definitions behind options.	Introduction to Diversification and Portfolio Management¹ Discusses the importance of creating the right allocation for your portfolio.
10:15– 11:15 a.m.	What is a Stock Worth?¹ Explains essential factors in fundamental analysis and stock valuation.	Limiting Risk and Maximizing Reward Using Calls and Puts² Discover how calls and puts can be used as replacements for stock positions.	Building a Portfolio with Funds¹ Learn how to construct a portfolio tailored to your investment objectives and time horizon.
11:30 a.m.– 12:15 p.m.	Identifying Entries and Exits with Trend-Following Indicators² Discover how to use technical indicators to define your trading strategy	Generating Income with Covered Calls¹ Learn how to use covered calls to generate potential income.	Investing for a More Tax-Efficient Retirement¹ Discusses how allocating investments and asset classes may add more tax efficiency to your retirement income.

	and help manage risk.		
1:15– 2:15 p.m.	Applying Price Patterns to Identify Trading Opportunities² See how to identify and apply price patterns.	Buying Stocks at a Discount with Cash-secured Puts² Learn how to apply this strategy when buying stocks, and generate potential income.	Finding Undervalued Stock¹ Learn how to conduct a do-it-yourself approach to value investing.
2:30– 3:30 p.m.	Getting Started with Options¹ Explains the basic concepts and definitions behind options.	Protecting Stocks and Portfolios with Puts² Learn how to use protective strategies with put options and develop a broad approach to managing risk.	Taking Advantage of Roth Accounts¹ Highlights the benefits and rules of Roth IRAs, Roth employer plans, and Roth conversions.
3:45– 4:30 p.m.	A Look at Current Market Trends¹ Learn how to develop a holistic, top-down approach to using price charts to support your trading and investing decisions.		

Visit the E*TRADE [Education Day site](#) for registration details. Download the E*TRADE Events mobile app on [iTunes](#) or [Android app stores](#) to view the agenda, session details, venue information, and session presentations and materials.

Members of the media interested in joining should email MediaInq@etrade.com to inquire.

E*TRADE helps investors balance today's needs with tomorrow's goals, through pioneering digital tools coupled with guidance online and from Financial Consultants. To learn more about E*TRADE's trading and investing platforms and tools, visit etrade.com.

For useful insight from E*TRADE and third-party investment professionals, follow the Company on Twitter, [@ETRADE](#).

About E*TRADE Financial

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E*TRADE Financial Corporation and its affiliates do not provide tax advice, and you always should consult your own tax advisor regarding your personal circumstances before taking any action that may have tax consequences.

Please read the important disclosures below.

Important Note: Options transactions are complex and carry a high degree of risk. They are intended for sophisticated investors and are not suitable for everyone. For more information, please read the [Characteristics and Risks of Standardized Options](#) brochure before you begin trading. Also, there are specific risks associated with covered call writing, including the risk that the underlying stock could be sold at the exercise price when the current market value is greater

than the exercise price the call writer will receive. A covered call writer forgoes participation in any increase in the stock price above the call exercise price and continues to bear the downside risk of stock ownership if the stock price decreases more than the premium received. Moreover, 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.

Diversification and Asset Allocation do not ensure profit or protect against loss in declining markets.

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