

Community Service 2011 Company of the Week: E*TRADE Financial Corporation Week of September 25, 2011

E*TRADE Initiatives Promote Youth Opportunity through Education and Empowerment

E*TRADE is a socially responsible company that contributes time and resources to improve the communities where we work and live. We support local neighborhoods and work to increase financial literacy through non-profit partnerships, corporate contributions, and employee volunteer time.

EMPOWERING STUDENTS: For the second consecutive year, E*TRADE is a proud sponsor of the Network for Teaching Entrepreneurship (NFTE) Online Elevator Pitch challenge. This national competition inspires young business-savvy students from low-income communities around the country to develop a viable business concept and “sell it” to a national audience through a 30-second online elevator pitch. The public can vote online through October 4, 2011 and winners will be announced in New York City on October 6th. Visit www.elevatorpitch2011.com to vote for the best elevator pitch.



*E*TRADE Arlington hosts aspiring young student entrepreneurs in preparation for the October 6th competition.*



*E*TRADE New York employees visiting students at a Banking on Our Future event.*

EDUCATION UNLEASHED: Through Operation HOPE’s Banking on Our Future program, E*TRADE employees teach basic financial concepts and the importance of financial independence to students in low to moderate income elementary schools at locations across the country. By volunteering directly, our employees provide students with the tools they need to take control of their financial futures—with a message of empowerment, responsibility, dignity and hope.

“Today’s students are tomorrow’s business leaders and we’re delighted to support organizations that recognize the importance of encouraging young people to plan for the future and empower themselves through education,” said Celie Niehaus, vice president and chief compliance officer, E*TRADE Bank.

Congratulations E*TRADE Financial Corporation!