

E TRADE FINANCIAL CORP  
Form 8-K  
March 10, 2010

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the

Securities Exchange Act of 1934

Date of report (Date of earliest event reported): March 10, 2010

**E\*TRADE Financial Corporation**

(Exact name of Registrant as Specified in its Charter)

**Delaware**  
(State or other jurisdiction of  
incorporation or organization)

**1-11921**  
(Commission  
File Number)

**94-2844166**  
(I.R.S. Employer  
Identification Number)

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135 East 57<sup>th</sup> Street, New York, New York 10022

(Address of Principal Executive Offices and Zip Code)

(646) 521-4300

(Registrant's Telephone Number, including Area Code)

Not Applicable

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange act (17 CFR 240.14a-12)
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**ITEM 7.01 REGULATION FD DISCLOSURE**

On March 10, 2010, at an investor conference, E\*TRADE Financial Corporation (the Company) gave an update on its CEO search. Robert Druskin, the Company's interim Chief Executive Officer, stated that the preferred candidate previously mentioned by the Company is no longer under consideration and that the Company's Board of Directors' search committee continues to move forward and is focused on identifying the very best person to lead the Company. Mr. Druskin also stated that he is actively involved in the business and remains fully committed to serving as interim Chief Executive Officer until the Company completes the process and a permanent CEO is in place.

The information appearing in this Item 7.01 shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, or otherwise subject to the liabilities of that section.

**SIGNATURE**

**Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.**

Dated: March 10, 2010

E\*TRADE FINANCIAL CORPORATION

By: */s/ Karl A. Roessner*  
**Karl A. Roessner**  
*Corporate Secretary*