

E TRADE FINANCIAL Corp
Form 8-K
February 11, 2014

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 and Exchange Act of 1934**

Date of report: February 10, 2014
(Date of earliest event reported)

E*TRADE Financial Corporation
(Exact name of Registrant as Specified in its Charter)

Delaware	1-11921	94-2844166
(State or other jurisdiction of incorporation or organization)	(Commission File Number)	(I.R.S. Employer Identification Number)
1271 Avenue of the Americas, 14th Floor, New York, New York 10020		
(Address of Principal Executive Offices and Zip Code)		
(646) 521-4300		
(Registrant's Telephone Number, including Area Code)		

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

E*TRADE Financial Corporation (the “Company”) is presenting at the Credit Suisse Financial Services Forum today. During the conference, the Company will discuss its Daily Average Revenue Trades (DARTs) for the month of January. For January 2014, the Company reports DARTs of 195,652, a 26 percent increase from December 2013, and a 27 percent increase from the year-ago period. The Company intends to issue its standard monthly activity report for January, on or about February 19, 2014. A copy of the Company’s presentation is available on the Company’s corporate website, about.etrade.com.

Investors should note that the Company announces material financial information in SEC filings, press releases and public conference calls. Based on guidance from the SEC, the Company may also use the Investor Relations section of its corporate website, about.etrade.com, to communicate with investors about the Company. It is possible that the financial and other information posted there could be deemed to be material information. The information on the Company’s corporate website is not part of this document.

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.

Item 8.01 OTHER EVENTS

The Company also announced that it has completed the sale of its market making business, G1 Execution Services, LLC (“G1X”), to an affiliate of Susquehanna International Group, LLP. The sale generated net cash proceeds of approximately \$75 million for the Company. In addition, E*TRADE Securities LLC entered into an order handling agreement whereby it will route 70 percent of its customer equity order flow to G1X over the next five years, subject to best execution standards.

SIGNATURES

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 hereunto duly authorized.

**E*TRADE FINANCIAL
CORPORATION**

Dated: February 11, 2014 By: /s/ Karl A. Roessner

Name: Karl A. Roessner

Title: Corporate Secretary