

E TRADE FINANCIAL Corp
Form 8-K
September 11, 2012

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: September 11, 2012

(Date of earliest event reported)

E*TRADE Financial Corporation

(Exact name of Registrant as Specified in its Charter)

Delaware
(State or other jurisdiction)

1-11921
(Commission)

94-2844166
(I.R.S. Employer)

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of incorporation or organization)

File Number)

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 today at the Barclays Global Financial Services Conference. A copy of the Company's presentation is attached hereto as Exhibit 99.1 and is incorporated by reference herein. During the presentation, the Company will discuss its Daily Average Revenue Trades (DARTs) for the month of August. For August 2012, the Company reports DARTs of 121,570, a five percent decrease from July and a 37 percent decrease from the year-ago period. The Company intends to issue its standard monthly activity report for August, including loan performance data for the July and August periods, on or about September 19, 2012.

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 9.01. Financial Statements and Exhibits.

(d) Exhibits.

Exhibit No.	Description
99.1	Investor Presentation for Barclays Global Financial Services Conference.

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

Date: September 11, 2012

By: /s/ Karl A. Roessner
Name: Karl A. Roessner
Title: Corporate Secretary

EXHIBIT INDEX

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