

E TRADE FINANCIAL Corp  
Form 8-K  
March 04, 2016

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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**FORM 8-K**

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**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934**

**Date of report: March 4, 2016**

(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))

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**Item 7.01 REGULATION FD DISCLOSURE**

On March 4, 2016, E\*TRADE Financial Corporation (the “Company”) is meeting with investors. A copy of the Company’s updated presentation is available on its corporate website, [about.etrade.com](http://about.etrade.com).

The Company will discuss that, in the first quarter to date, it has repurchased 13.1 million shares of common stock at an average price of \$23.01, excluding commission costs, pursuant to its previously announced share repurchase program. This brings the total amount of share repurchases under the program to \$351 million, as of March 2, 2016.

The Company will also discuss its Daily Average Revenue Trades (DARTs) for the month of February. For February 2016, the Company reports DARTs of 164,077, a six percent decrease from January. The Company intends to issue its standard monthly activity report for February on or about March 14, 2016.

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](http://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 filing.

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.

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**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: March 4, 2016 By: /s/ Karl A. Roessner  
Name: Karl A. Roessner  
Title: Corporate Secretary