

E TRADE FINANCIAL CORP
Form 8-K
December 16, 2009

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): December 16, 2009

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)

Edgar Filing: E TRADE FINANCIAL CORP - Form 8-K

135 East 57th 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 8.01. OTHER EVENTS

On December 16, 2009, E*TRADE Financial Corporation (the Company) announced that it intends to operationally restructure its cross-border trading line of business, where customers residing outside of the U.S. trade in U.S. securities, in an effort to obtain efficiencies and higher margins. Additionally, following a review and assessment of competitiveness and profitability, the Company is also pursuing an exit of non-U.S. local market trading, where customers residing outside of the U.S. trade in non-U.S. securities. The Company has recently entered into agreements to sell its local market trading operations in Germany and the Nordic region.

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: December 16, 2009

E*TRADE FINANCIAL CORPORATION

By: /s/ **KARL A. ROESSNER**
Karl A. Roessner

Corporate Secretary