

E TRADE FINANCIAL CORP  
Form 8-K  
August 19, 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): August 19, 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 8.01. OTHER EVENTS**

On August 19, 2010, the Company filed a Registration Statement on Form S-8 ( Form S-8 ) with the U. S. Securities and Exchange Commission. In connection with the Form S-8, the Company is providing supplemental information on its weighted average shares and loss per share calculations for the years ended December 31, 2009, 2008 and 2007, to adjust for the impact of the 1-for-10 reversed stock split that became effective in the second quarter of 2010.

**ITEM 9.01. FINANCIAL STATEMENTS AND EXHIBITS**

(d) Exhibits

99.1 Selected Financial Data for the years ended December 31, 2009, 2008 and 2007.

**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: August 19, 2010

E\*TRADE FINANCIAL CORPORATION

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