

E TRADE FINANCIAL CORP
 Form 4
 May 12, 2006

FORM 4

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

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
SIMMONS ROBERT J

(Last) (First) (Middle)

C/O E*TRADE FINANCIAL CORPORATION, 135 E. 57TH STREET

(Street)

NEW YORK, NY 10022

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
E TRADE FINANCIAL CORP [ET]

3. Date of Earliest Transaction (Month/Day/Year)
05/11/2006

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)
Chief Financial Officer

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 ___ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				Code	V	Amount or Price			
Common Stock	05/11/2006	05/11/2006	M ⁽¹⁾			25,000 A \$ 9.175	0	D	
Common Stock	05/11/2006	05/11/2006	S ⁽¹⁾			25,000 D \$ 26.2482	0	D	
Common Stock	05/11/2006	05/11/2006	M ⁽¹⁾			14,583 A \$ 5.1	0	D	
Common Stock	05/11/2006	05/11/2006	S ⁽¹⁾			14,583 D \$ 26.2482	0	D	
Common Stock	05/11/2006	05/11/2006	M ⁽¹⁾			3,827 A \$ 5.1	0	D	

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Common Stock	05/11/2006	05/11/2006	S ⁽¹⁾	3,827	D	\$ 26.2482	0	D
Common Stock	05/11/2006	05/11/2006	M ⁽¹⁾	1,333	A	\$ 10.325	0	D
Common Stock	05/11/2006	05/11/2006	S ⁽¹⁾	1,333	D	\$ 26.2482	0	D
Common Stock	05/11/2006	05/11/2006	M ⁽¹⁾	2,500	A	\$ 4.435	0	D
Common Stock	05/11/2006	05/11/2006	S ⁽¹⁾	2,500	D	\$ 26.2482	165,504	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)	Am or Num of S	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Am or Num of S
Non-Statutory Stock Option (right to buy)	\$ 9.175	05/11/2006		M	25,000	04/23/2002 05/11/2011	Common Stock	25	
Non-Statutory Stock Option (right to buy)	\$ 5.1	05/11/2006		M	14,583	12/31/2001 09/24/2011	Common Stock	14	
Non-Statutory Stock Option (right to buy)	\$ 5.1	05/11/2006		M	3,827	09/30/2002 09/24/2011	Common Stock	3,	
Non-Statutory Stock Option (right to buy)	\$ 10.325	05/11/2006		M	1,333	01/02/2003 01/02/2012	Common Stock	1,	
Non-Statutory Stock Option (right to buy)	\$ 4.435	05/11/2006		M	2,500	01/31/2004 01/31/2013	Common Stock	2,	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SIMMONS ROBERT J C/O E*TRADE FINANCIAL CORPORATION 135 E. 57TH STREET NEW YORK, NY 10022			Chief Financial Officer	

Signatures

/s/ Russell S.
Elmer

05/12/2006

**Signature of
Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) The transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on May 8, 2006. This plan was implemented as part of Mr. Simmons' personal long-term investment strategy for asset diversification and liquidity. Pursuant to the plan, a total of 241,730 shares may be sold on a periodic basis between May 2006 and April 2007, at which time the plan will terminate.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.