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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY BUSINESS METRICS FOR OCTOBER 2005**

New York, November 11, 2005 – E*TRADE FINANCIAL Corporation (NYSE: ET) today released its Monthly Business Metrics Report for October. The Company reported monthly Retail Daily Average Revenue Trades (DARTs) of 114,052 and Professional DARTs of 31,947 for Total DARTs of 145,999. Retail DARTs increased 16.4 percent from September and increased 47.9 percent from a year ago, while Total DARTs increased 12.1 percent from September and increased 18.6 percent from a year ago. Average margin debt balances increased 44.2 percent from September and 65.3 percent from a year ago to \$3.3 billion. The Company also reported total client assets of \$137.7 billion, representing a 29.4 percent increase from September and a 56.0 percent increase over the year ago period.

Key Performance Metrics ⁽¹⁾

| | Oct-05 | Sep-05 | Oct-05 vs. Sep-05 | Qtr Ended 9/30/05 | Oct-05 vs. Qtr Ended 9/30/05 |
|---|---------------|---------------|----------------------------------|------------------------------|---|
| Trading days | 21.0 | 21.0 | N.M. | 64.0 | N.M. |
| <u>Daily Average Revenue Trades (DARTs)</u> | | | | | |
| Retail | 114,052 | 97,960 | 16.4 % | 93,876 | 21.5 % |
| US | 98,787 | 82,529 | 19.7 % | 79,257 | 24.6 % |
| International | 15,265 | 15,431 | (1.1)% | 14,619 | 4.4 % |
| Professional | 31,947 | 32,229 | (0.9)% | 31,658 | 0.9 % |
| Total DARTs | 145,999 | 130,189 | 12.1 % | 125,534 | 16.3 % |
| <u>Market Making</u> | | | | | |
| Equity shares traded (MM) | 10,154 | 12,268 | (17.2)% | 35,125 | N.M. |
| Average revenue capture per 1,000 shares | \$0.634 | \$0.522 | 21.5 % | \$0.535 | 18.5 % |
| <u>Gross New Accounts</u> | | | | | |
| Investing/Trading accounts | 484,423 | 45,499 | N.M. | 155,304 | N.M. |
| Deposit/Lending accounts | 15,557 | 25,263 | N.M. | 68,560 | N.M. |
| Total gross new accounts | 499,980 | 70,762 | N.M. | 223,864 | N.M. |
| <u>Active Accounts</u> | | | | | |
| Investing/Trading accounts | 3,426,892 | 3,014,467 | 13.7 % | 3,014,467 | 13.7 % |
| Deposit/Lending accounts | 679,921 | 678,449 | 0.2 % | 678,449 | 0.2 % |
| Total active accounts end of period | 4,106,813 | 3,692,916 | 11.2 % | 3,692,916 | 11.2 % |
| End of period margin debt (\$MM) | \$3,352 | \$2,436 | 37.6 % | \$2,436 | 37.6 % |
| Average margin debt (\$MM) | \$3,335 | \$2,312 | 44.2 % | \$2,286 | 45.9 % |
| <u>Retail Assets / Deposits (\$MM)</u> | | | | | |
| Retail client assets in investing accounts | \$123,627 | \$92,417 | 33.8 % | \$92,417 | 33.8 % |
| Retail deposits in customer accounts | \$14,088 | \$14,031 | 0.4 % | \$14,031 | 0.4 % |
| Total retail assets / deposits in customer accounts | \$137,715 | \$106,448 | 29.4 % | \$106,448 | 29.4 % |

⁽¹⁾ October data includes 425,469 accounts, 16,202 DARTs, \$33.3B in assets and \$892M in average margin debt from the acquisition of HarrisDirect

Historical monthly metric data from January 2003 to October 2005 can be found on the E*TRADE FINANCIAL investor relations site at www.etrade.com.

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