

**FOR IMMEDIATE RELEASE**

**E\*TRADE Financial Media Relations Contact**

Susan Hickey  
646-521-4675  
[susan.hickey@etrade.com](mailto:susan.hickey@etrade.com)

**E\*TRADE Financial Investor Relations Contact**

Brett Goodman  
646-521-4406  
[brett.goodman@etrade.com](mailto:brett.goodman@etrade.com)

**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR OCTOBER 2010**

**New York, November 17, 2010** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for October 2010.

Daily Average Revenue Trades (“DARTs”) for October were 145,311, a 14 percent increase from September and an 18 percent decrease from the year-ago period. The Company ended the month with approximately 2.7 million brokerage accounts – including gross new brokerage accounts of 26,901 and net new brokerage accounts of 4,167 during the month. Total accounts ended the month at approximately 4.2 million.

Net new brokerage assets were positive \$0.9 billion in the month, totaling \$6.6 billion year-to-date. During the month, customer security holdings increased by four percent, or \$4.8 billion, and brokerage-related cash increased by \$0.9 billion to \$23.5 billion, with customers as net sellers of less than \$0.1 billion in securities in October. Bank-related cash and deposits declined by \$0.2 billion, ending the month at \$9.1 billion.

(more)

## Monthly Activity Data

	Oct-10	Sep-10	Oct-09 <sup>(1)</sup>	% Chg. M/M	% Chg. Y/Y
Trading days	21.0	21.0	22.0	N.M.	N.M.
DARTs	145,311	127,381	177,212	14.1 %	(18.0)%
Gross new brokerage accounts	26,901	24,345	29,118	10.5 %	(7.6)%
Gross new stock plan accounts	14,248	11,755	19,411	21.2 %	(26.6)%
Gross new banking accounts	1,588	1,593	2,648	(0.3)%	(40.0)%
Total gross new accounts	42,737	37,693	51,177	13.4 %	(16.5)%
Net new brokerage accounts	4,167	4,082	3,102	N.M.	N.M.
Net new stock plan accounts	321	7	7,216	N.M.	N.M.
Net new banking accounts	(7,293)	(8,393)	(13,145)	N.M.	N.M.
Net new accounts	(2,805)	(4,304)	(2,827)	N.M.	N.M.
End of period brokerage accounts	2,660,869	2,656,702	2,642,384	0.2 %	0.7 %
End of period stock plan accounts	1,033,771	1,033,450	1,025,231	0.0 %	0.8 %
End of period banking accounts	529,313	536,606	745,910	(1.4)%	(29.0)%
End of period total accounts	4,223,953	4,226,758	4,413,525	(0.1)%	(4.3)%
<b>Customer Assets (\$B)</b>					
Security holdings	\$ 113.6	\$ 108.8	\$ 91.8	4.4 %	23.7 %
Customer payables (cash)	4.9	4.6	4.8	6.5 %	2.1 %
Customer cash balances held by third parties	3.3	3.2	2.8	3.1 %	17.9 %
Unexercised stock plan customer options (vested)	19.7	18.7	14.7	5.3 %	34.0 %
Customer assets in brokerage and stock plan accounts	141.5	135.3	114.1	4.6 %	24.0 %
Sweep deposit accounts	15.3	14.8	12.1	3.4 %	26.4 %
Savings and transaction accounts	8.6	8.7	12.3	(1.1)%	(30.1)%
CDs	0.5	0.6	1.3	(16.7)%	(61.5)%
Customer assets in banking accounts	24.4	24.1	25.7	1.2 %	(5.1)%
Total customer assets	\$ 165.9	\$ 159.4	\$ 139.8	4.1 %	18.7 %
Net new brokerage assets (\$B) <sup>(2)</sup>	\$ 0.9	\$ 0.5	\$ 0.6	N.M.	N.M.
Net new banking assets (\$B) <sup>(2)</sup>	(0.1)	(0.2)	(0.6)	N.M.	N.M.
Net new customer assets (\$B) <sup>(2)</sup>	\$ 0.8	\$ 0.3	\$ -	N.M.	N.M.
Brokerage related cash (\$B)	\$ 23.5	\$ 22.6	\$ 19.7	4.0 %	19.3 %
Other customer cash and deposits (\$B)	9.1	9.3	13.6	(2.2)%	(33.1)%
Total customer cash and deposits (\$B)	\$ 32.6	\$ 31.9	\$ 33.3	2.2 %	(2.1)%

<sup>(1)</sup> All periods presented have been updated to exclude international local activity.

<sup>(2)</sup> Net new customer assets are total inflows to all new and existing customer accounts less total outflows from all closed and existing customer accounts. The net new banking assets and net new brokerage assets metrics treat asset flows between E\*TRADE entities in the same manner as unrelated third party accounts.

Historical metrics and financials through October 2010 can be found on the E\*TRADE Financial investor relations website at <https://investor.etrade.com>.

**About E\*TRADE Financial**

The E\*TRADE Financial family of companies provides financial services including online brokerage and related banking products and services to retail investors. Specific business segments include Trading and Investing, and Balance Sheet Management. Securities products and services are offered by E\*TRADE Securities LLC (Member FINRA/SIPC). Bank products and services are offered by E\*TRADE Bank, a Federal savings bank, Member FDIC, or its subsidiaries. ETFC-G

# # #

**Important Notices**

E\*TRADE Financial, E\*TRADE and the E\*TRADE logo are trademarks or registered trademarks of E\*TRADE Financial Corporation.

© 2010 E\*TRADE Financial Corporation. All rights reserved.