



## **E\*TRADE Bolsters Trading Innovation with Open Application Programming Interface ("Open API")**

***E\*TRADE's Trading, Data and Account Management Technology Now Accessible via Open API, Allowing Traders and Software Developers to Create Innovative New Investing Applications Company to Partner with CoolTrade, AbleSys and Other Third-Party Vendors***

NEW YORK, Jul 01, 2010 (BUSINESS WIRE) -- E\*TRADE Financial Corp. (NASDAQ: ETFC) today announced that E\*TRADE Securities LLC has launched open application programming interface ("Open API") for third-party and independent software developers to interface seamlessly with E\*TRADE's investing platform.

Through the new Open API, customers will have access to technical information and documentation, reference guides, and other resources to help network external applications and programs with E\*TRADE's investing platform.

"Open API presents a world of opportunity to customers looking for a more customized investing experience and to software developers looking to create the next great investing app," said Michael Curcio, President, E\*TRADE Securities. "Our main objective is to facilitate innovation and ideas that empower customers - ultimately creating a richer investing experience."

E\*TRADE also announced plans to offer customers the ability to interface with popular third-party vendors including CoolTrade and AbleSys through Open API, providing investors seamless access between E\*TRADE's fast, reliable trading technology, and these external programs' market research and stock trading tools.

"We're excited to connect via API with CoolTrade, AbleSys and others in the future - allowing customers to leverage E\*TRADE's world-class technology, account management and order execution, while having greater options for customized trading, research and market interaction," Curcio said.

To learn more about E\*TRADE's Open API, visit <https://us.etrade.com/e/t/activetrading/api>.

### **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

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

Susan Hickey, 646-521-4675

[susan.hickey@etrade.com](mailto:susan.hickey@etrade.com)

or

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

Brett Goodman, 646-521-4406

[brett.goodman@etrade.com](mailto:brett.goodman@etrade.com)

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