



E*TRADE Launches Voice Recognition for iPhone®

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*New Feature Allows Users to Navigate E*TRADE Mobile App Through Voice Commands*

NEW YORK--(BUSINESS WIRE)-- E*TRADE Financial Corporation (NASDAQ: ETFC) today announced the introduction of voice recognition on E*TRADE Mobile for iPhone, enabling users to access stock quotes, news and options chains, navigate to their portfolios and launch a stock order ticket, all with the power of their own voice.¹

"Investors are becoming more accustomed to interacting with voice-enabled technology, and we're proud to be one of the first to offer this innovative feature to our mobile users," said Michael Curcio, President, E*TRADE Securities. "By integrating voice technology, E*TRADE provides a mobile experience unlike any other — creating a state-of-the-art and convenient approach to navigation."

iPhone users can access the feature with the latest version of E*TRADE Mobile, which is available through the Apple App Store. Simply tap the microphone icon at the top right corner of any screen and say a command. For example, find stock quotes by speaking a stock name or symbol, access personal investment information by saying, "show me my portfolio," or pull up a stock order ticket by asking to buy or sell a stock name or symbol. The feature — one of the first among financial service mobile applications — is powered by Nuance Communications, Inc.'s (Nasdaq: NUAN) Dragon voice recognition technology. E*TRADE plans to roll out the same capability on Android™ smartphones later this year.

E*TRADE has also introduced a number of new capabilities on iPhone and Android, including:

- **Barcode Scanning for iPhone and Android:** Snap a photo of a barcode and, if available, get details on the publicly traded company associated with the product
- **Chart Comparison Enhancement for iPhone and Android:** Compare stocks to other stocks or market indices, all on the same chart
- **Analyst Reports for iPhone:** Access stock-specific analyst reports from some of the most widely trusted research providers
- **CNBC Video for iPhone:** Currently available on Android, iPhone users can now filter video reports based on preferences and interests through *CNBC Video on Demand*²
- **Mobile Check Deposit for Android:** Launched earlier this year on iPhone, Android users can now deposit checks directly with their smartphone camera
- **Mutual Fund Trading for iPhone and Android**
- **E*TRADE Education Videos for Android**

"Our mobile platform continues to grow and has become an increasingly important extension of how customers do business with us," Curcio continued. "These enhancements demonstrate how we continue to add innovative functionality to the mobile experience by allowing users to interact with us any way they choose."

To learn more about E*TRADE Mobile, visit <http://www.etrade.com/mobile>.

iPhone is a registered trademark of Apple Inc.

Android is a trademark of Google Inc.

Nuance Communications, Inc. is not affiliated with E*TRADE Financial Corporation or any of its affiliates.

1. Securities products and services offered by E*TRADE Securities LLC, Member [FINRA](#) /[SIPC](#).

2. CNBC video for iPhone and Android is available at no additional charge to E*TRADE Pro Elite active trader customers who execute at least 30 stock or options trades during a calendar quarter. To continue receiving access to this feature, users must execute at least 30 stock or options trades by the end of the following calendar quarter.

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. More information is available at www.etrade.com.

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