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**E\*TRADE FINANCIAL EARNS A+ RATING  
IN EDUCATIONAL RESOURCES FOR INVESTORS**

*Company earns top honors among brokers  
in Corporate Insight's recent e-Monitor report*

**NEW YORK, October 21, 2013** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today announced it earned an A+ rating for its [Investor Education Center](#) from Corporate Insight, Inc. in its September 2013 *e-Monitor* report. The study examined the investor education resources of 13 brokerage firms, focusing on website content available to logged-in customers. Judging criteria included accessibility, content and format.

"The combination of central location, easy navigation, robust offerings and varied content makes the E\*TRADE Education Center one of the best of all firms covered in this report," reads Corporate Insight's recent e-Monitor study. Corporate Insight goes on to cite E\*TRADE's ability for customers to sort and find the right information quickly as reasons for the high mark.

"Our goal is to deliver insight and education that helps customers invest wisely," said Lena Haas, SVP, Retirement, Investing and Savings at E\*TRADE. "This A+ designation is not just a reflection of the high-quality content customers can find on our site – it is an indication to any investor that no matter what their goals are, at E\*TRADE they can get the resources they need to execute smart investing and trading decisions."

E\*TRADE's Investor Education Center provides articles, demonstrations, online courses, tutorials, videos, webinars, and webcasts designed to empower investors in managing and monitoring their investments. These resources are available to all online users and do not require a log-in for access. To learn more, visit [www.etrade.com/education](http://www.etrade.com/education).

**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 and affiliates. More information is available at [www.etrade.com](http://www.etrade.com). ETFC-G

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**About Corporate Insight**

Corporate Insight provides competitive intelligence and user experience research to the nation's leading financial institutions. For more than two decades, the firm has tracked technological developments in the financial services industry, identifying best practices in online banking and investing, online insurance, mobile finance, active trading platforms, social media and other emerging areas. The firm helps its clients – including 70% of the financial services firms in the Fortune 500 – to remain at the forefront of industry trends and improve their competitive position. For more information, please visit [www.corporateinsight.com](http://www.corporateinsight.com).

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