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**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR OCTOBER 2013**

**NEW YORK, November 13, 2013** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for October 2013.

Daily Average Revenue Trades (“DARTs”) for October were 159,703, a nine percent increase from September and a 29 percent increase from the year-ago period. The Company added 30,276 gross new brokerage accounts in October, ending the month with approximately 3.0 million brokerage accounts – an increase of 3,193 from September.

Net new brokerage assets were \$1.0 billion in the month. During the month, customer security holdings increased by four percent, or \$6.4 billion, and brokerage-related cash increased by \$0.4 billion to \$38.6 billion. Bank-related cash and deposits ended the month unchanged at \$6.4 billion. Customers were net buyers of approximately \$0.7 billion in securities during the month.

(more)

## Monthly Activity Data

	Oct-13	Sep-13	Oct-12	% Chg. M/M	% Chg. Y/Y
Trading days	23.0	20.0	21.0	N.M.	N.M.
DARTs	159,703	147,116	124,246	8.6 %	28.5 %
Gross new brokerage accounts	30,276	24,761	23,365	22.3 %	29.6 %
Gross new stock plan accounts	19,324	14,477	14,164	33.5 %	36.4 %
Gross new banking accounts	735	751	857	(2.1)%	(14.2)%
Total gross new accounts	50,335	39,989	38,386	25.9 %	31.1 %
Net new brokerage accounts	3,193	5,504	(5,153)	N.M.	N.M.
Net new stock plan accounts	(2,836)	(422)	2,251	N.M.	N.M.
Net new banking accounts	(3,274)	(2,247)	(3,608)	N.M.	N.M.
Net new accounts	(2,917)	2,835	(6,510)	N.M.	N.M.
End of period brokerage accounts	2,979,035	2,975,842	2,887,699	0.1 %	3.2 %
End of period stock plan accounts	1,201,856	1,204,692	1,121,091	(0.2)%	7.2 %
End of period banking accounts	403,146	406,420	434,276	(0.8)%	(7.2)%
End of period total accounts	4,584,037	4,586,954	4,443,066	(0.1)%	3.2 %
<b>Customer Assets (\$B)</b>					
Security holdings	\$ 169.2	\$ 162.8	\$ 138.6	3.9 %	22.1 %
Customer payables (cash)	6.1	5.8	5.5	5.2 %	10.9 %
Customer assets held by third parties <sup>(1)</sup>	13.1	12.9	5.9	1.6 %	122.0 %
Unexercised stock plan customer options (vested)	33.6	33.2	21.3	1.2 %	57.7 %
Customer assets in brokerage and stock plan accounts	222.0	214.7	171.3	3.4 %	29.6 %
Sweep deposits	19.4	19.5	20.3	(0.5)%	(4.4)%
Savings, transaction and other	6.4	6.4	7.1	0.0 %	(9.9)%
Customer assets in banking accounts	25.8	25.9	27.4	(0.4)%	(5.8)%
Total customer assets	\$ 247.8	\$ 240.6	\$ 198.7	3.0 %	24.7 %
Net new brokerage assets (\$B) <sup>(2)</sup>	\$ 1.0	\$ 0.7	\$ 0.3	N.M.	N.M.
Net new banking assets (\$B) <sup>(2)</sup>	(0.1)	(0.0)	(0.1)	N.M.	N.M.
Net new customer assets (\$B) <sup>(2)</sup>	\$ 0.9	\$ 0.7	\$ 0.2	N.M.	N.M.
Brokerage related cash (\$B)	\$ 38.6	\$ 38.2	\$ 31.7	1.0 %	21.8 %
Other customer cash and deposits (\$B)	6.4	6.4	7.1	0.0 %	(9.9)%
Total customer cash and deposits (\$B)	\$ 45.0	\$ 44.6	\$ 38.8	0.9 %	16.0 %
Customer net (purchase) / sell activity (\$B)	\$ (0.7)	\$ 0.8	\$ (1.3)	N.M.	N.M.

(1) Customer assets held by third parties are held outside E\*TRADE Financial and include money market funds and sweep deposit accounts at unaffiliated financial institutions.

(2) 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 can be found on E\*TRADE Financial's corporate website at <https://about.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. More information is available at [www.etrade.com](http://www.etrade.com).

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