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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR APRIL 2013**

NEW YORK, May 15, 2013 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for April 2013.

Daily Average Revenue Trades (“DARTs”) for April were 141,255, a one percent increase from March and a three percent decrease from the year-ago period. The Company added 33,090 gross new brokerage accounts in April, ending the month with approximately 2.9 million brokerage accounts – an increase of 6,534 from March. Total accounts ended the month at approximately 4.5 million.

Net new brokerage assets were positive \$5 million in the month. During the month, customer security holdings increased by two percent, or \$2.3 billion, and brokerage-related cash decreased by \$0.3 billion to \$34.4 billion, while customers were net sellers of approximately \$20 million in securities. Bank-related cash and deposits decreased by \$0.3 billion, ending the month at \$6.7 billion.

(more)

Monthly Activity Data

	Apr-13	Mar-13	Apr-12	% Chg. M/M	% Chg. Y/Y
Trading days	22.0	20.0	20.0	N.M.	N.M.
DARTs	141,255	139,809	145,769	1.0 %	(3.1)%
Gross new brokerage accounts	33,090	29,326	36,060	12.8 %	(8.2)%
Gross new stock plan accounts	17,056	14,270	14,452	19.5 %	18.0 %
Gross new banking accounts	904	810	1,592	11.6 %	(43.2)%
Total gross new accounts	51,050	44,406	52,104	15.0 %	(2.0)%
Net new brokerage accounts	6,534	10,966	9,305	N.M.	N.M.
Net new stock plan accounts	4,828	2,801	4,664	N.M.	N.M.
Net new banking accounts	(3,161)	(2,317)	(3,219)	N.M.	N.M.
Net new accounts	8,201	11,450	10,750	N.M.	N.M.
End of period brokerage accounts	2,939,759	2,933,225	2,838,311	0.2 %	3.6 %
End of period stock plan accounts	1,172,595	1,167,767	1,086,067	0.4 %	8.0 %
End of period banking accounts	418,831	421,992	452,854	(0.7)%	(7.5)%
End of period total accounts	4,531,185	4,522,984	4,377,232	0.2 %	3.5 %
Customer Assets (\$B)					
Security holdings	\$ 151.7	\$ 149.4	\$ 138.1	1.5 %	9.8 %
Customer payables (cash)	5.1	5.1	5.3	0.0 %	(3.8)%
Customer cash balances held by third parties ⁽¹⁾	10.9	10.7	3.7	1.9 %	194.6 %
Unexercised stock plan customer options (vested)	27.9	27.6	24.0	1.1 %	16.3 %
Customer assets in brokerage and stock plan accounts	195.6	192.8	171.1	1.5 %	14.3 %
Sweep deposits	18.4	18.9	20.9	(2.6)%	(12.0)%
Savings, transaction and other	6.7	7.0	7.7	(4.3)%	(13.0)%
Customer assets in banking accounts	25.1	25.9	28.6	(3.1)%	(12.2)%
Total customer assets	\$ 220.7	\$ 218.7	\$ 199.7	0.9 %	10.5 %
Net new brokerage assets (\$B) ⁽²⁾	\$ 0.0	\$ 1.2	\$ 0.4	N.M.	N.M.
Net new banking assets (\$B) ⁽²⁾	(0.3)	0.0	(0.2)	N.M.	N.M.
Net new customer assets (\$B) ⁽²⁾	\$ (0.3)	\$ 1.2	\$ 0.2	N.M.	N.M.
Brokerage related cash (\$B)	\$ 34.4	\$ 34.7	\$ 29.9	(0.9)%	15.1 %
Other customer cash and deposits (\$B)	6.7	7.0	7.7	(4.3)%	(13.0)%
Total customer cash and deposits (\$B)	\$ 41.1	\$ 41.7	\$ 37.6	(1.4)%	9.3 %
Customer net (purchase) / sell activity (\$B)	\$ 0.0	\$ 0.0	\$ (1.6)	N.M.	N.M.

(1) Customer cash balances 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 investor relations 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

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