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

NEW YORK, August 14, 2013 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for July 2013.

Daily Average Revenue Trades (“DARTs”) for July were 140,898, a two percent decrease from June and a 10 percent increase from the year-ago period. The Company added 25,030 gross new brokerage accounts in July, ending the month with approximately 3.0 million brokerage accounts – a decrease of 1,859 from June. Total accounts ended the month at approximately 4.6 million.

Net new brokerage assets were positive \$0.6 billion in the month. During the month, customer security holdings increased by six percent, or \$8.3 billion, and brokerage-related cash increased by \$1.2 billion to \$36.8 billion. Bank-related cash and deposits ended the month unchanged, at \$6.5 billion. Customers were net sellers of approximately \$0.9 billion in securities during the month.

(more)

Monthly Activity Data

	Jul-13	Jun-13	Jul-12	% Chg. M/M	% Chg. Y/Y
Trading days	21.5	20.0	20.5	N.M.	N.M.
DARTs	140,898	144,329	128,594	(2.4)%	9.6 %
Gross new brokerage accounts	25,030	25,716	22,432	(2.7)%	11.6 %
Gross new stock plan accounts	20,310	18,689	18,060	8.7 %	12.5 %
Gross new banking accounts	852	766	1,222	11.2 %	(30.3)%
Total gross new accounts	46,192	45,171	41,714	2.3 %	10.7 %
Net new brokerage accounts	(1,859)	7,324	(4,363)	N.M.	N.M.
Net new stock plan accounts	5,691	4,354	5,308	N.M.	N.M.
Net new banking accounts	(2,497)	(3,151)	(3,345)	N.M.	N.M.
Net new accounts	1,335	8,527	(2,400)	N.M.	N.M.
End of period brokerage accounts	2,960,872	2,962,731	2,870,242	(0.1)%	3.2 %
End of period stock plan accounts	1,191,498	1,185,807	1,109,610	0.5 %	7.4 %
End of period banking accounts	411,099	413,596	442,803	(0.6)%	(7.2)%
End of period total accounts	4,563,469	4,562,134	4,422,655	0.0 %	3.2 %
Customer Assets (\$B)					
Security holdings	\$ 159.1	\$ 150.8	\$ 135.3	5.5 %	17.6 %
Customer payables (cash)	5.6	5.1	5.3	9.8 %	5.7 %
Customer cash balances held by third parties ⁽¹⁾	11.8	11.5	3.7	2.6 %	218.9 %
Unexercised stock plan customer options (vested)	31.7	27.2	21.4	16.5 %	48.1 %
Customer assets in brokerage and stock plan accounts	208.2	194.6	165.7	7.0 %	25.6 %
Sweep deposits	19.4	19.0	20.6	2.1 %	(5.8)%
Savings, transaction and other	6.5	6.5	7.3	0.0 %	(11.0)%
Customer assets in banking accounts	25.9	25.5	27.9	1.6 %	(7.2)%
Total customer assets	\$ 234.1	\$ 220.1	\$ 193.6	6.4 %	20.9 %
Net new brokerage assets (\$B) ⁽²⁾	\$ 0.6	\$ 0.7	\$ 0.3	N.M.	N.M.
Net new banking assets (\$B) ⁽²⁾	(0.1)	(0.1)	(0.1)	N.M.	N.M.
Net new customer assets (\$B) ⁽²⁾	\$ 0.5	\$ 0.6	\$ 0.2	N.M.	N.M.
Brokerage related cash (\$B)	\$ 36.8	\$ 35.6	\$ 29.6	3.4 %	24.3 %
Other customer cash and deposits (\$B)	6.5	6.5	7.3	0.0 %	(11.0)%
Total customer cash and deposits (\$B)	\$ 43.3	\$ 42.1	\$ 36.9	2.9 %	17.3 %
Customer net (purchase) / sell activity (\$B)	\$ 0.9	\$ (1.1)	\$ 0.2	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 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.

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