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E*TRADE iPad® App Wins Top Overall Rating in DALBAR Mobile InSIGHT Study

*E*TRADE recognized as a trailblazer for its "potential to keep the firm in the customer's view"*

NEW YORK--(BUSINESS WIRE)-- E*TRADE Financial (NASDAQ: ETFC) today announced it earned top honors and high ratings for its iPad mobile application in DALBAR, Inc.'s recent Mobile InSIGHT: Innovations in the World of Apps 2nd semester 2013 report.

The DALBAR report reads: "E*TRADE Mobile's easy-to-use and visually appealing app is available to account holders and non-account holders alike. The app provides market data to all and quick and easy access to account details to current clients. New accounts can also be initiated through the use of the app. E*TRADE Mobile has the potential to provide value to a variety of audiences regardless of their connection to the firm." The study evaluated 45 financial services apps based on a series of key attributes. E*TRADE's app was one of four — including CIBC, Scotiabank and Allstate - to earn high marks across all nine attributes.

"This is further validation of E*TRADE's commitment to meet the evolving needs of our increasingly mobile customer base," said John Matos, who oversees E*TRADE's digital channels. "Listening closely to our customers and working to exceed their expectations through powerful and industry leading tools is a key part of who we are. It is encouraging to be recognized for our dedication to this goal."

E*TRADE offers mobile investing applications for popular devices including iPhone®, iPad®, Android™ Phone and Tablet, Windows® Phone, and Kindle Fire. Investors use E*TRADE apps to manage their account on the go, place stock, option, ETF, and mutual fund trades as well as access real-time quotes, news, charts, and educational content anywhere. To learn more about E*TRADE Mobile, visit <http://www.etrade.com/mobile>.

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 and the iPad mobile application 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. ETFC-G

About DALBAR, Inc.

Dalbar, Inc. is one of the nation's leading financial services market research firm and performs a variety of ratings and evaluations of practices and communications that are committed to raising the standards of excellence in the financial services and healthcare industries. With offices in both the US and Canada, Dalbar develops standards and measurement systems that improve the quality of products, service and compliance for the retirement, mutual fund, broker/dealer, discount brokerage, life insurance, healthcare and banking industries.

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