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E*TRADE EARNS FIVE BEST-IN-CLASS AND TWO FIRST-PLACE RATINGS FROM STOCKBROKERS.COM

NEW YORK, March 4, 2014 – E*TRADE Financial (NASDAQ: ETFC) today announced it received two industry awards — No.1 Smartphone App and No. 1 Client Dashboard — along with five best-in-class ratings for Customer Service, Investor Education, Research, Mobile Trading, and New Investors in StockBrokers.com’s [2014 Online Broker Review](#).

“As the first broker to really push mobile, E*TRADE continues its dominance, finishing first overall again in our rankings,” reads the review. “E*TRADE was the only one to include investor education in its app (a nice touch) and had a slew of advanced features offered by few brokers.” Stockbrokers.com assessed 17 online brokers on 266 variables by nine categories.

Concerning E*TRADE’s No. 1 Ranking in Client Dashboard, the review reads: “The E*TRADE site is a breeze to use and has the key components for a quality experience during each visit: clean navigation, real-time streaming quotes, a sitewide quick access footer bar, simple account management, and a user-friendly order entry screen. Products like E*TRADE 360, the broker's fully customizable drag-and-drop homepage, are executed well.”

“At E*TRADE we help investors define their own experience,” said Navtej S. Nandra, President of E*TRADE Financial. “Earning a No. 1 rating for both our mobile app and client dashboard on [etrade.com](#) is a testament to the customer-friendly technology and information investors can expect from us – when and where they need us.”

E*TRADE offers simple, smart, and seamless digital platforms backed by human guidance. [E*TRADE 360](#) delivers access to all E*TRADE accounts, positions, watch lists, charts, and more — all on one page. Its mobile offerings include investing applications for popular devices including iPhone®, iPad®, Android™ Phone and Tablet, Windows® Phone, and Kindle Fire. Investors can use [E*TRADE Mobile](#) 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.

(more)



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 mobile applications 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 Stockbrokers.com

Stockbrokers.com aims to assist both new and seasoned investors in finding the optimal online broker that meets their investment needs. StockBrokers.com is wholly owned by [Reink Media Group LLC](#), a Michigan company founded in 2009. To learn more about the review, visit [2014 Online Broker Review](#).

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