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E*TRADE Media Relations

Thayer Fox
646-521-4418
thayer.fox@etrade.com

E*TRADE Investor Relations

Brett Goodman
646-521-4406
brett.goodman@etrade.com

**E*TRADE EARNS TWO HONOREE DISTINCTIONS
IN THE 18TH ANNUAL WEBBY AWARDS**

*E*TRADE selected as an Official Honoree
in the Financial Services/Banking and Mobile App categories*

NEW YORK, April 14, 2014 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced E*TRADE earned two honoree distinctions for Best Financial Services/ Banking website and Best Practices for its mobile app in the 18th Annual Webby Awards.

Hailed as the "Internet's highest honor" by *The New York Times*, The Webby Awards, presented by the International Academy of Digital Arts and Sciences (IADAS), is the leading international award honoring digital excellence. E*TRADE's site and app were selected based on their content, structure and navigation, visual design, functionality, interactivity and overall experience.

"As online and mobile investing pioneers, we focus on innovation with a singular purpose: to improve the investing experience for our customers," said John Matos, who oversees E*TRADE's digital channels. "These distinctions speak to our ability to deliver them an experience that rivals the best of the Web."

"Honorees like E*TRADE set the standard for digital innovation and creativity," said David-Michel Davies, Executive Director of The Webby Awards. "It is an incredible achievement to be selected among the best from the 12,000 entries we received this year."

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.

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About the Webby Awards

The Webby Awards is the leading international award honoring excellence on the Internet, including websites, Interactive Advertising & Media, Online Film & Video, Mobile & Apps and Social. Established in 1996, The Webby Awards received nearly 12,000 entries from all 50 states and over 60 countries worldwide this year. The Webby Awards is presented by the International Academy of Digital Arts and Sciences (IADAS). Sponsors and Partners of The Webby Awards include: Microsoft, Dell, Vitamin T, MailChimp, Engine Yard, Funny or Die, AdAge, Percolate, Mashable, Business Insider, Internet Week New York and Guardian News and Media.

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