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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR AUGUST 2014**

NEW YORK, September 15, 2014 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for August 2014.

Daily Average Revenue Trades (“DARTs”) for August were 146,165, a five percent decrease from July and a one percent decrease from the year-ago period. The Company added 30,879 gross new brokerage accounts in August, ending the month with approximately 3.1 million brokerage accounts – an increase of 13,377 from July.

Net new brokerage assets were \$0.9 billion in the month. During the month, customer security holdings increased by five percent, or \$8.9 billion, and brokerage-related cash increased by \$1.0 billion to \$41.0 billion. Bank-related cash and deposits ended the month unchanged at \$5.9 billion. Customers were net sellers of approximately \$0.4 billion in securities during the month.

(more)

Monthly Activity Data

	Aug-14	Jul-14	Aug-13	% Chg. M/M	% Chg. Y/Y
Trading days	21.0	21.5	22.0	N.M.	N.M.
DARTs	146,165	153,671	147,517	(4.9)%	(0.9)%
Gross new brokerage accounts	30,879	29,665	30,132	4.1 %	2.5 %
Gross new stock plan accounts	17,742	25,017	26,827	(29.1)%	(33.9)%
Gross new banking accounts	678	660	803	2.7 %	(15.6)%
Total gross new accounts	49,299	55,342	57,762	(10.9)%	(14.7)%
Net new brokerage accounts	13,377	3,571	9,466	N.M.	N.M.
Net new stock plan accounts	5,977	9,716	13,616	N.M.	N.M.
Net new banking accounts	(1,732)	(2,439)	(2,432)	N.M.	N.M.
Net new accounts	17,622	10,848	20,650	N.M.	N.M.
End of period brokerage accounts	3,119,914	3,106,537	2,970,338	0.4 %	5.0 %
End of period stock plan accounts	1,261,875	1,255,898	1,205,114	0.5 %	4.7 %
End of period banking accounts	375,136	376,868	408,667	(0.5)%	(8.2)%
End of period total accounts	4,756,925	4,739,303	4,584,119	0.4 %	3.8 %
<u>Customer Assets (\$B)</u>					
Security holdings	\$ 204.4	\$ 195.5	\$ 158.3	4.6 %	29.1 %
Customer payables (cash)	6.9	6.6	5.4	4.5 %	27.8 %
Customer assets held by third parties ⁽¹⁾	14.8	14.3	12.0	3.5 %	23.3 %
Unexercised stock plan customer holdings (vested)	38.6	35.8	30.7	7.8 %	25.7 %
Customer assets in brokerage and stock plan accounts	264.7	252.2	206.4	5.0 %	28.2 %
Sweep deposits	19.3	19.1	19.4	1.0 %	(0.5)%
Savings, transaction and other	5.9	5.9	6.5	0.0 %	(9.2)%
Customer assets in banking accounts	25.2	25.0	25.9	0.8 %	(2.7)%
Total customer assets	\$ 289.9	\$ 277.2	\$ 232.3	4.6 %	24.8 %
Net new brokerage assets (\$B) ⁽²⁾	\$ 0.9	\$ 0.4	\$ 1.1	N.M.	N.M.
Net new banking assets (\$B) ⁽²⁾	(0.0)	(0.1)	(0.0)	N.M.	N.M.
Net new customer assets (\$B) ⁽²⁾	\$ 0.9	\$ 0.3	\$ 1.1	N.M.	N.M.
Brokerage related cash (\$B)	\$ 41.0	\$ 40.0	\$ 36.8	2.5 %	11.4 %
Other customer cash and deposits (\$B)	5.9	5.9	6.5	0.0 %	(9.2)%
Total customer cash and deposits (\$B)	\$ 46.9	\$ 45.9	\$ 43.3	2.2 %	8.3 %
Customer net (purchase) / sell activity (\$B)	\$ 0.4	\$ (0.7)	\$ (1.0)	N.M.	N.M.

(1) Customer assets 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

E*TRADE Financial and its subsidiaries provide 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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