



## FOR IMMEDIATE RELEASE

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## **E\*TRADE LAUNCHES PIONEERING MOBILE CAPABILITIES FOR iOS 8**

*New functionality includes Touch ID fingerprint authentication  
and a widget for the new iOS 8 home screen*

**NEW YORK, September 18, 2014** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today announced the launch of its new application for iOS 8. The app features Touch ID fingerprint authentication, which offers a simple and secure way to log in, as well as a home screen widget containing market and watch list information. Both features are new for iOS 8 users and available free via the iTunes store.

“Investors want secure access to their investments and trades, anytime, anyplace,” said Navtej S. Nandra, President of E\*TRADE Financial. “By keeping our technology fresh, we ensure that we are keeping pace with our customers – being where they want us to be.”

The new functions support a track record of groundbreaking mobile innovation including the first-ever mobile app in the industry, voice recognition software and mobile check deposit.

E\*TRADE offers intuitive, hassle-free and seamless digital platforms backed by human guidance. E\*TRADE’s mobile offerings include investing applications for popular devices including iPhone®, iPad®, Android™ Phone and Tablet, Windows® Phone and Kindle Fire Tablet and Amazon Fire Phone. Investors and traders use [E\\*TRADE Mobile](#) apps to manage their accounts on the go, place stock, option, ETF and mutual fund trades, as well as access real-time quotes, news, charts and educational content anywhere.

For useful insight from E\*TRADE and third-party investment professionals, follow the Company on Twitter, [@ETRADE](#).

### **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, including bonds, equities, options, mutual funds and ETFs are offered by E\*TRADE Securities LLC (Member FINRA/SIPC). Trades received outside normal market hours will be entered the next business day. Managed Account Solutions are offered through E\*TRADE Capital Management, LLC, an investment adviser registered with the Securities and Exchange Commission. 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](http://www.etrade.com).

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