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E*TRADE RESETS MOBILE BAR WITH APPLE PAY

*Easy-to-use payment functionality is another innovative addition to E*TRADE's robust mobile and wearables offering*

NEW YORK, OCTOBER 26, 2015 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced the release of Apple Pay functionality for E*TRADE debit card holders. The simple, efficient payment option caps off an end-to-end experience for E*TRADE customers — from researching investment opportunities all the way through using cash in their accounts for daily purchases. Customers can now link E*TRADE debit cards directly to Apple Pay and enjoy safe, secure, card-free payment.

“Traders and investors today expect an easy, seamless, and secure experience across the full investment lifecycle, from research to execution to monitoring,” said George Fischer, SVP, Trading, Margin Lending, and Cash Management at E*TRADE Financial. “With the addition of Apple Pay, we take that one step further, allowing investors to access cash how they want, when they want, and where they want.”

Apple Pay is currently available using an iPhone 6[®], iPhone 6 Plus[®], Apple Watch™, iPad Air 2[®], or iPad mini 3™ running iOS 8.1 or later.

Apple Pay continues a legacy of mobile innovations delivered to E*TRADE customers. E*TRADE's mobile offerings include investing applications for popular devices such as the Apple Watch, iPhone[®], iPad[®], Android™ Phone and Tablet, Windows[®] Phone, 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. E*TRADE offers pioneering and hassle-free digital platforms backed by human guidance.

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

Click [here](#) to watch a video of the Apple Pay functionality and what it means for E*TRADE customers.

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 stocks, bonds mutual funds, options, and ETFs are offered by E*TRADE Securities LLC (Member FINRA/SIPC). 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.

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