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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR FEBRUARY 2015**

NEW YORK, March 13, 2015 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for February 2015.

Daily Average Revenue Trades (“DARTs”) for February were 179,420, a four percent increase from January and an 11 percent decrease from the year-ago period. The Company added 37,224 gross new brokerage accounts in February, ending the month with approximately 3.2 million brokerage accounts — an increase of 20,715 from January.

Net new brokerage assets were \$1.7 billion in the month. During the month, customer security holdings increased by six percent, or \$12.2 billion, and brokerage-related cash increased by \$2.1 billion to \$42.1 billion. Bank-related cash and deposits increased by \$0.1 billion, ending the month at \$5.8 billion. Customers were net sellers of approximately \$0.8 billion in securities during the month.

(more)

Monthly Activity Data

	Feb-15	Jan-15	Feb-14	% Chg. M/M	% Chg. Y/Y
Trading days	19.0	20.0	19.0	N.M.	N.M.
DARTs	179,420	172,944	201,223	3.7 %	(10.8)%
Gross new brokerage accounts	37,224	30,990	40,932	20.1 %	(9.1)%
Gross new stock plan accounts	15,166	28,201	16,389	(46.2)%	(7.5)%
Gross new banking accounts	422	344	848	22.7 %	(50.2)%
Total gross new accounts	52,812	59,535	58,169	(11.3)%	(9.2)%
Net new brokerage accounts	20,715	7,034	28,242	N.M.	N.M.
Net new stock plan accounts	(4,307)	9,772	(3,669)	N.M.	N.M.
Net new banking accounts	(1,373)	(1,563)	(2,305)	N.M.	N.M.
Net new accounts	15,035	15,243	22,268	N.M.	N.M.
End of period brokerage accounts	3,171,672	3,150,957	3,045,159	0.7 %	4.2 %
End of period stock plan accounts	1,269,249	1,273,556	1,220,803	(0.3)%	4.0 %
End of period banking accounts	359,108	360,481	390,196	(0.4)%	(8.0)%
End of period total accounts	4,800,029	4,784,994	4,656,158	0.3 %	3.1 %
Customer Assets (\$B)					
Security holdings	\$ 216.0	\$ 203.8	\$ 186.4	6.0 %	15.9 %
Customer payables (cash)	6.7	6.1	6.6	9.8 %	1.5 %
Customer assets held by third parties ⁽¹⁾	16.1	15.2	14.2	5.9 %	13.4 %
Unexercised stock plan customer holdings (vested)	39.6	37.2	39.3	6.5 %	0.8 %
Customer assets in brokerage and stock plan accounts	278.4	262.3	246.5	6.1 %	12.9 %
Sweep deposits	19.3	18.7	19.4	3.2 %	(0.5)%
Savings, transaction and other	5.8	5.7	6.3	1.8 %	(7.9)%
Customer assets in banking accounts	25.1	24.4	25.7	2.9 %	(2.3)%
Total customer assets	\$ 303.5	\$ 286.7	\$ 272.2	5.9 %	11.5 %
Net new brokerage assets (\$B) ⁽²⁾	\$ 1.7	\$ 0.6	\$ 1.6	N.M.	N.M.
Net new banking assets (\$B) ⁽²⁾	0.1	(0.1)	0.1	N.M.	N.M.
Net new customer assets (\$B) ⁽²⁾	\$ 1.8	\$ 0.5	\$ 1.7	N.M.	N.M.
Brokerage related cash (\$B)	\$ 42.1	\$ 40.0	\$ 40.2	5.3 %	4.7 %
Other customer cash and deposits (\$B)	5.8	5.7	6.3	1.8 %	(7.9)%
Total customer cash and deposits (\$B)	\$ 47.9	\$ 45.7	\$ 46.5	4.8 %	3.0 %
Customer net (buy) / sell activity (\$B)	\$ 0.8	\$ (2.0)	\$ (0.3)	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 brokerage assets and net new banking 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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