

FOR IMMEDIATE RELEASE

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 FIRST PLACE AWARDS, BEST NEW TOOL AWARD,
AND FIVE BEST-IN-CLASS RATINGS FROM STOCKBROKERS.COM**

NEW YORK, March 5, 2015 – E*TRADE Financial (ETFC) today announced it received two first place awards: #1 Smartphone App and #1 Client Dashboard, Best New Tool for E*TRADE Browser Trading and five best-in-class ratings for Offering of Investments, Investor Education, Research, Mobile Trading and New Investors in StockBrokers.com’s [2015 Online Broker Review](#). The 2015 Online Broker Review assessed 15 online brokers on 272 variables across eight categories.

E*TRADE ranked #1 for the third consecutive year for both its client dashboard, E*TRADE 360 and the E*TRADE smartphone app.

Additionally, E*TRADE won Best New Tool for 2015 for [Browser Trading](#), a first-of-its-kind Google Chrome extension that brings the power of E*TRADE to investors wherever they are, delivering trade execution and stock research right on their current web page.

“The broker remains #1 in its mobile offering, continues to innovate with new offerings such as its Online Portfolio Advisor service and, all in all, provides a wonderfully well-rounded offering for its clients,” said Blain Reinkensmeyer, Head of Broker Research at StockBrokers.com. “Whether you’re an active trader, a new investor or someone looking to manage a retirement portfolio, E*TRADE is a dependable, full-service broker that impresses all investor types.”

“We focus on helping investors and traders from idea generation all the way through execution and monitoring,” said Navtej S. Nandra, President of E*TRADE Financial. “These awards are a recognition of the best-in-class digital experience that investors and traders expect from E*TRADE.”

E*TRADE offers simple, smart and seamless digital platforms backed by human assistance and guidance. [E*TRADE 360](#) delivers access to all E*TRADE accounts, positions, watch lists, charts and more — all on one customizable page. E*TRADE Pro — the company’s professional-grade trading platform — offers powerful tools for the sophisticated trader, from charting and technical studies, to robust options tools, to live streaming CNBC. 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 accounts on the go, place stock, option, exchange-traded fund (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](https://twitter.com/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 stocks, bonds options, ETFs and mutual funds, 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.

About StockBrokers.com

StockBrokers.com, an industry-leading source for online brokers, is wholly owned by Reink Media Group. A Michigan-based company founded in 2009, Reink Media Group owns and operates multiple finance based websites. The organization strives to provide pertinent resources, tools and education for successful self-directed investing. For more information, please visit the company's website at www.reinkmedia.com.

#

Important Notices

E*TRADE Financial, E*TRADE and the E*TRADE logo are trademarks or registered trademarks of E*TRADE Financial Corporation.

© 2015 E*TRADE Financial Corporation. All rights reserved.