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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 ANNOUNCES LAUNCH OF APPLE WATCH APP

NEW YORK, APRIL 10, 2015 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced the launch of its app for the Apple Watch, set for April 24, 2015. The app will deliver essential market data in an engaging and simple format to help investors and traders keep a watchful eye on the markets and their portfolios. Specific features include:

- **Visual snapshots** of market indices such as Dow, NASDAQ and S&P, as well as core metrics such as volume and performance.
- **Easy-to-glance summary** of accounts, portfolios and watch lists, including positions and daily gains or losses.
- **Customizable notifications** alerting users when relevant market, account or position-related actions happen, such as when a security hits a price target or when an order is filled.
- **Handoff functionality** delivering a seamless transition from watch to phone for more in-depth research and additional information.

“Our app offers investors and traders a new, intuitive way to track the markets and their portfolios wherever they are,” said Kunal Vaed, SVP of Digital Transformation and Active Traders at E*TRADE Financial. “It builds upon our leading iPhone app, re-envisioned for the Apple Watch, and makes the iPhone and Watch experience seamless.”

E*TRADE offers pioneering and hassle-free 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, 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 banking products and services to retail customers. Specific business segments include Trading and Investing, and Balance Sheet Management. Securities products and services, including stocks, options, bonds, mutual funds, ETFs, retirement accounts, education and online tools are offered by E*TRADE Securities LLC (Member FINRA/SIPC). Managed Account Solutions are offered through E*TRADE Capital Management, LLC, an investment adviser

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