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**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR APRIL 2015**

**NEW YORK, May 14, 2015** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for April 2015.

Daily Average Revenue Trades (“DARTs”) for April were 157,442, a one percent decrease from March and an eight percent decrease from the year-ago period. The Company added 37,077 gross new brokerage accounts in April, ending the month with approximately 3.2 million brokerage accounts — an increase of 8,315 from March.

Net new brokerage assets were negative \$0.4 billion in the month. During the month, customer security holdings increased by one percent, or \$3.1 billion, and brokerage-related cash decreased by \$0.3 billion to \$41.3 billion. Bank-related cash and deposits decreased by \$0.3 billion, ending the month at \$5.5 billion. Customers were net sellers of approximately \$0.5 billion in securities during the month.

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## Monthly Activity Data

	Apr-15	Mar-15	Apr-14	% Chg. M/M	% Chg. Y/Y
Trading days	21.0	22.0	21.0	N.M.	N.M.
DARTs	157,442	159,053	171,271	(1.0)%	(8.1)%
Gross new brokerage accounts	37,077	39,673	40,263	(6.5)%	(7.9)%
Gross new stock plan accounts	16,298	21,766	16,861	(25.1)%	(3.3)%
Gross new banking accounts	425	483	801	(12.0)%	(46.9)%
Total gross new accounts	53,800	61,922	57,925	(13.1)%	(7.1)%
Net new brokerage accounts	8,315	10,967	12,358	N.M.	N.M.
Net new stock plan accounts	(1,759)	4,219	2,696	N.M.	N.M.
Net new banking accounts	(2,320)	(2,235)	(2,735)	N.M.	N.M.
Net new accounts	4,236	12,951	12,319	N.M.	N.M.
End of period brokerage accounts	3,190,954	3,182,639	3,082,319	0.3 %	3.5 %
End of period stock plan accounts	1,271,709	1,273,468	1,231,091	(0.1)%	3.3 %
End of period banking accounts	354,553	356,873	384,813	(0.7)%	(7.9)%
End of period total accounts	4,817,216	4,812,980	4,698,223	0.1 %	2.5 %
<b>Customer Assets (\$B)</b>					
Security holdings	\$ 216.9	\$ 213.8	\$ 187.9	1.4 %	15.4 %
Customer payables (cash)	6.6	6.3	5.9	4.8 %	11.9 %
Customer assets held by third parties <sup>(1)</sup>	14.0	14.8	13.9	(5.4)%	0.7 %
Sweep deposits	20.7	20.5	19.0	1.0 %	8.9 %
Brokerage customer assets	258.2	255.4	226.7	1.1 %	13.9 %
Unexercised stock plan customer holdings (vested)	38.3	38.2	33.5	0.3 %	14.3 %
Savings, checking and other banking customer assets	5.5	5.8	6.1	(5.2)%	(9.8)%
Total customer assets	\$ 302.0	\$ 299.4	\$ 266.3	0.9 %	13.4 %
Net new brokerage assets (\$B) <sup>(2)</sup>	\$ (0.4)	\$ 1.2	\$ (0.7)	N.M.	N.M.
Net new banking assets (\$B) <sup>(2)</sup>	(0.2)	0.0	(0.2)	N.M.	N.M.
Net new customer assets (\$B) <sup>(2)</sup>	\$ (0.6)	\$ 1.2	\$ (0.9)	N.M.	N.M.
Brokerage related cash (\$B)	\$ 41.3	\$ 41.6	\$ 38.8	(0.7)%	6.4 %
Other customer cash and deposits (\$B)	5.5	5.8	6.1	(5.2)%	(9.8)%
Total customer cash and deposits (\$B)	\$ 46.8	\$ 47.4	\$ 44.9	(1.3)%	4.2 %
Customer net (buy) / sell activity (\$B)	\$ 0.5	\$ (1.9)	\$ (0.7)	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. Customer assets held by third parties are not reflected in the Company's consolidated balance sheet and are not immediately available for liquidity purposes. However, we maintain the ability to bring the majority of these customer assets back on the balance sheet with appropriate notification to the third parties..

(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>.

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**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](http://www.etrade.com).

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