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E*TRADE FINANCIAL CORPORATE SERVICES, INC. EARNS TOP RATINGS IN THE 2016 GROUP FIVE ANNUAL STOCK PLAN ADMINISTRATION BENCHMARK STUDY

*E*TRADE's Equity Edge Online[®] rated #1
in Overall Satisfaction and Loyalty for the fifth consecutive year*

NEW YORK, NOVEMBER 1, 2016 – E*TRADE Financial (NASDAQ:ETFC) announced that its stock plan administration services platform, E*TRADE Corporate Services' Equity Edge Online, received top ratings in a number of categories in the 2016 Group Five Stock Plan Administration Benchmark Study.

For the fifth year in a row, Equity Edge Online has been rated #1 in Overall Satisfaction and Loyalty by Group Five. The Group Five 2016 Stock Plan Administration Benchmark Study was conducted from May 10 to July 1, 2016 and includes ratings from 1,142 plan sponsors on their experiences with outside plan administration services.

“As plan sponsors look to expand stock plans to a range of employees beyond the executive suite while remaining mindful of cost, many are essentially being asked to do more with less,” said Scott Whatley, SVP at E*TRADE Financial Corporate Services. “With Equity Edge Online we aim to help these professionals meet the challenge through a platform that is advanced in its capabilities, yet intuitive and easy to use.”

Additionally, E*TRADE received the highest ratings among Stock Plan Administration Systems used for internal recordkeeping in the following categories:

- Flexibility of plan reporting system (*5 years*)
- Overall satisfaction with product support (*4 years*)
- Ease of use of reporting system and administration platform (*4 years*)
- Accurate execution of plan events (*4 years*)
- Accessibility and responsiveness of product support (*4 years*)

Visit www.etrade.com/equityedgeonline to learn more about E*TRADE's award-winning platform.

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 and Important Notices

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, 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.

Employee stock plan solutions are offered by E*TRADE Financial Corporate Services, Inc.

More information is available at www.etrade.com. ETFC-G

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