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**E\*TRADE EARNS ARRAY OF ACCOLADES  
FROM STOCKBROKERS.COM AND CORPORATE INSIGHT**

*Awarded #1 Smartphone App and nine best-in-class distinctions from StockBrokers.com, along with three Gold Monitor Awards from Corporate Insight*

**NEW YORK, February 18, 2016** – E\*TRADE Financial (NASDAQ: ETFC) today announced top accolades from StockBrokers.com's 2016 Online Broker Review and Corporate Insight's e-Monitor Awards.

E\*TRADE earned the #1 Smartphone App award, along with nine best-in-class distinctions for overall performance, offering of investments, platforms and tools, research, customer service, education, mobile, new investors, and order execution in StockBrokers.com's [2016 Online Broker Review](#). Best-in-class distinctions are awarded to the top five brokers within each category. E\*TRADE tied for first in earning the most of these distinctions across those categories awarding them. The review assessed 13 online brokers on 295 variables across 10 categories. E\*TRADE's mobile app earned the #1 ranking for the fourth consecutive year.

"E\*TRADE remains #1 in its mobile offering, continues to innovate with new offerings such as its revamped retirement center, 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 just someone looking to manage a retirement portfolio, E\*TRADE is a dependable, full-service broker that impresses all investor types."

Additionally, E\*TRADE picked up three Gold Monitor Awards for investor education, quotes and trading, and mobile capabilities in this year's e-Monitor Awards report by Corporate Insight. For more than 15 years, Corporate Insight has presented Gold awards to recognize innovative financial services firms. Corporate Insight's Monitor teams use rigorous grading criteria to review key online tools and resources offered by more than 100 firms in 12 different financial verticals.

"This past year, we worked hard to surprise and delight our customers across all our channels, from our award-winning platforms to our 24/7 customer service," said Dave Herbert, SVP of Retail Services at E\*TRADE Financial. "While we are thrilled to earn these distinctions, we remain firmly focused on the future and raising the bar to meet and exceed the ever-increasing expectations of today's digital investor."

E\*TRADE helps investors balance today's needs with tomorrow's goals through pioneering digital tools and guidance, both online and from nearly 300 Financial Consultants on the phone or in-person at branches throughout the U.S. [Etrade.com](http://etrade.com) 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 and margin 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](#).

### **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, 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](http://www.etrade.com). ETFC-G

### **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 <http://www.reinkmedia.com>. E\*TRADE Securities LLC participates in an affiliate marketing program with StockBrokers.com.

### **About Corporate Insight**

[Corporate Insight](#) provides competitive intelligence, consulting, and user experience research to the nation's leading financial institutions and insurers. For more than two decades, the firm has tracked technological developments in the online experience, identifying best practices in online banking and investing, mobile finance, social media, and other emerging areas. Beginning with its work in the brokerage industry, Corporate Insight now offers subscription-based Monitor services in 14 different areas, including banking, healthcare, and alumni relations. The firm helps its clients — including 70% of the financial services firms in the Fortune 500 — to remain at the forefront of industry trends and improve their competitive position. To learn more, visit [www.corporateinsight.com](http://www.corporateinsight.com).

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