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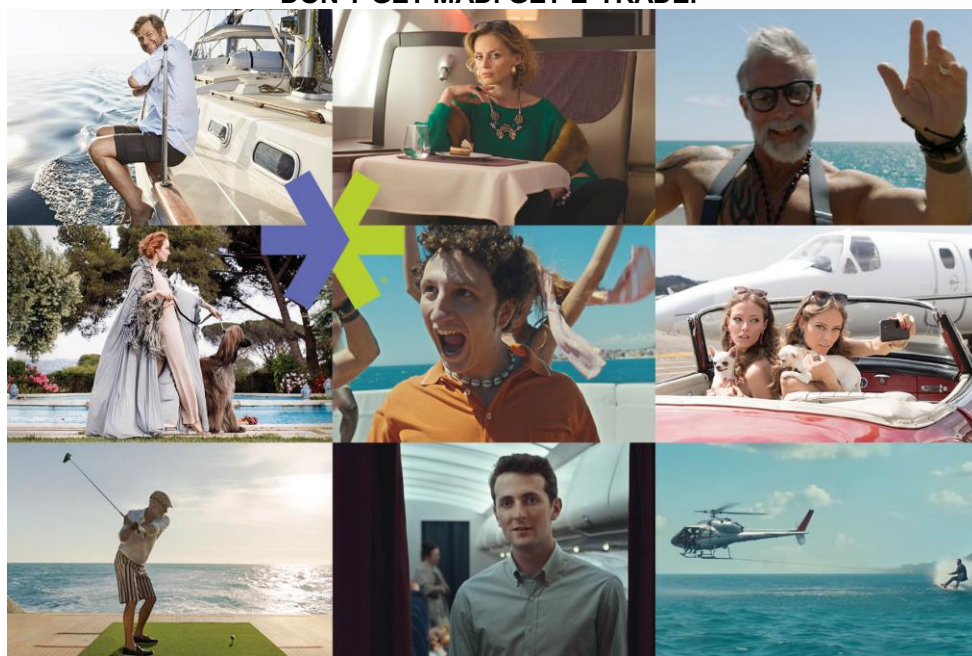
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DON'T GET MAD. GET E*TRADE.



*E*TRADE reignites brand with new campaign to turn financial frustration into positive action*

NEW YORK, June 19, 2017 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced its new creative campaign, “Don’t get mad. Get E*TRADE.” which serves as the Company’s first affirmation of its reinvigorated brand identity.

“E*TRADE is the original home for online trading and we continue to democratize investing,” said Karl Roessner, Chief Executive Officer at E*TRADE Financial. “We are excited to reintroduce our brand as we strive to reclaim our position as the undisputed home for digitally inclined traders and investors. How we engage with these audiences is crucial to our success, and we are thrilled to get back to our irreverent, challenger-brand roots.”

The campaign will run on TV, online video, and print, as well as through digital and social channels. MullenLowe is E*TRADE’s agency of record.

“Ever since we helped pioneer the category over thirty years ago, consumers have benefited from dramatic improvements to investing choices and digital tools,” said Lea Stendahl, Head of Marketing for E*TRADE Financial. “But consumers still express a tangible frustration with their personal finances—particularly in a culture where wealth and success are often measured together, and we’re bombarded by images of over-the-top affluence. In this campaign, we acknowledge these everyday frustrations, and



encourage consumers to channel them into positive action. It's an invitation to step off the sidelines and take control of their own financial destiny.”

Visit E*TRADE's [YouTube page](#) to watch the new executions.

E*TRADE aims to enhance the financial independence of traders and investors through a powerful digital offering and professional guidance. To learn more about E*TRADE's trading and investing platforms and tools, visit etrade.com.

For useful trading and investing insights from E*TRADE, follow the company on Twitter, [@ETRADE](#).

About E*TRADE Financial and Important Notices

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