

## FOR IMMEDIATE RELEASE

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## E\*TRADE FINANCIAL CORPORATION REPORTS MONTHLY ACTIVITY FOR APRIL 2004

- *Retail DARTs increased 10 percent from March, Professional DARTs increased 14 percent and Total DARTs increased 12 percent*
- *Through April, second quarter Retail DARTs are trending lower than the first quarter results by 4 percent, while Professional and Total DARTs are trending higher by 11 percent and 1 percent, respectively*
- *Month-end margin debt balances rose 5 percent, or \$102 million, to over \$2.2 billion*
- *Total assets and deposits in customer accounts fell 5 percent to \$83.1 billion*
- *Gross new accounts totaled 67,400*

**New York, May 19, 2004** – E\*TRADE FINANCIAL Corporation (NYSE: ET) today released its Monthly Activity Report for April. The Company reported monthly Retail Daily Average Revenue Trades (DARTs) of 98,800 and Professional DARTs of 59,800 for Total DARTs of 158,600 – representing a 12 percent sequential increase from March. Margin debt balances increased 5 percent sequentially to \$2.2 billion at month end. The Company also reported that total active brokerage accounts increased for the fourth consecutive month to 2.9 million in April.

“In April we experienced growth in DARTs, margin debt and brokerage accounts,” said R. Jarrett Lilien, President and Chief Operating Officer, E\*TRADE FINANCIAL Corporation. “Our tiered offerings provide a competitive advantage that allows us to target the needs of specific customer groups, driving growth in market share of trading volumes again this month. We will continue to identify specific growth opportunities and focus our marketing efforts on achieving the best return possible.”

**Monthly Activity Data**

	Apr-04	Mar-04	Apr-04 vs. Mar-04	Qtr Ended 3/31/04	Apr-04 vs. Qtr Ended 3/31/04
Trading days	21.0	23.0	N.M.	62.0	N.M.
<u>Daily Average Revenue Trades (DARTs)</u>					
Retail	98,793	89,571	10.3 %	103,052	(4.1)%
US	86,218	76,474	12.7 %	88,601	(2.7)%
International	12,575	13,097	(4.0)%	14,451	(13.0)%
Professional	59,845	52,430	14.1 %	53,983	10.9 %
Total DARTs	158,638	142,001	11.7 %	157,035	1.0 %
<u>Market Making</u>					
Equity shares traded (MM)	23,911	12,563	90.3 %	34,696	N.M.
<u>Gross New Accounts</u>					
Brokerage	55,593	40,615	N.M.	141,717	N.M.
Banking	11,848	47,446	N.M.	61,638	N.M.
Total gross new accounts	67,441	88,061	N.M.	203,355	N.M.
<u>Active Accounts</u>					
Brokerage	2,889,813	2,880,436	0.3 %	2,880,436	0.3 %
Banking	637,165	643,240	(0.9)%	643,240	(0.9)%
Total active accounts end of period	3,526,978	3,523,676	0.1 %	3,523,676	0.1 %
End of period margin debt (\$MM)	\$2,242	\$2,140	4.8 %	\$2,140	4.8 %
<u>Total Assets / Deposits (\$MM)</u>					
Total client assets in investing accounts	\$71,369	\$75,237	(5.1)%	\$75,237	(5.1)%
Total deposits in banking accounts	\$11,777	\$11,976	(1.7)%	\$11,976	(1.7)%
Total assets / deposits in customer accounts	\$83,146	\$87,213	(4.7)%	\$87,213	(4.7)%
<u>Loan Originations (\$MM)</u>					
Direct mortgage originations	\$600	\$505	18.8 %	\$1,099	N.M.
Consumer loan originations, incl HELOCs	\$277	\$276	0.4 %	\$691	N.M.

Historical monthly metric data from January 2003 to April 2004 can be found on the E\*TRADE FINANCIAL investor relations site at [www.etrade.com](http://www.etrade.com).

**About E\*TRADE FINANCIAL**

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