

FOR IMMEDIATE RELEASE

E*TRADE FINANCIAL Media Relations Contact

Pam Erickson
E*TRADE FINANCIAL Corporation
617-296-6080
pam.erickson@etrade.com

E*TRADE FINANCIAL Investor Relations Contact

Adam Townsend
E*TRADE FINANCIAL Corporation
703-236-8719
adam.townsend@etrade.com

**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR OCTOBER 2007**

New York, November 12, 2007 – E*TRADE FINANCIAL Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for October. The Company's total retail client assets increased 4.0 percent sequentially to \$226.7 billion. End of period margin debt balances increased 4.8 percent to \$8.0 billion, with average margin debt balances increasing 1.0 percent to \$7.8 billion. Total Daily Average Revenue Trades ("DARTs") increased 22.9 percent sequentially to 227,344. Gross new retail accounts for the month totaled 105,601 resulting in total end of period retail accounts of 4,742,304.

"We continue to see momentum with new and existing customers," said R. Jarrett Lilien, President and Chief Operating Officer, E*TRADE FINANCIAL Corporation. "E*TRADE's value proposition continues to resonate with customers in these very challenging times, and the result is that solid customer growth and engagement continues."

(more)

Monthly Activity Data

	Oct-07	Sep-07	Oct-07 vs. Sep-07	Qtr Ended 9/30/07	Oct-07 vs. Qtr Ended 9/30/07
Trading days	23.0	19.0	N.M.	62.5	N.M.
<u>DARTs</u>					
US	191,816	152,105	26.1 %	161,459	18.8 %
International	35,528	32,896	8.0 %	32,926	7.9 %
Total DARTs	227,344	185,001	22.9 %	194,385	17.0 %
<u>Market Making</u>					
Equity shares traded (MM)	14,514	13,949	4.1 %	46,389	N.M.
Average revenue capture per 1,000 equity shares	\$0.584	\$0.435	34.3 %	\$0.415	40.7 %
<u>Gross New Retail Accounts</u>					
Investing/trading accounts	69,575	48,523	N.M.	172,460	N.M.
Deposit/lending accounts	36,026	40,640	N.M.	114,182	N.M.
Total gross new retail accounts	105,601	89,163	N.M.	286,642	N.M.
<u>End of Period Retail Accounts</u>					
Investing/trading accounts	3,677,069	3,662,583	0.4 %	3,662,583	0.4 %
Deposit/lending accounts	1,065,235	1,046,812	1.8 %	1,046,812	1.8 %
Total end of period retail accounts	4,742,304	4,709,395	0.7 %	4,709,395	0.7 %
End of period margin debt (\$MM)	\$7,996	\$7,630	4.8 %	\$7,630	4.8 %
Average margin debt (\$MM)	\$7,813	\$7,736	1.0 %	\$7,708	1.4 %
<u>Retail Client Assets (\$MM)</u>					
Client assets in investing/trading accounts	\$197,638	\$189,463	4.3 %	\$189,463	4.3 %
Client assets in deposit accounts	29,066	28,570	1.7 %	28,570	1.7 %
Total retail client assets	\$226,704	\$218,033	4.0 %	\$218,033	4.0 %

Historical monthly metrics data from January 2003 to October 2007 can be found on the E*TRADE FINANCIAL investor relations site at <https://investor.etrade.com>.

About E*TRADE FINANCIAL

The E*TRADE FINANCIAL family of companies provides financial services including trading, investing, banking and lending for retail and institutional customers. Securities products and services are offered by E*TRADE Securities LLC (Member FINRA/SIPC). Bank and lending products and services are offered by E*TRADE Bank, a Federal savings bank, Member FDIC, or its subsidiaries.

###

Important Notice

E*TRADE FINANCIAL, E*TRADE and the E*TRADE logo are trademarks or registered trademarks of E*TRADE FINANCIAL Corporation. The statements contained in this news release that are forward-looking are based on current expectations that are subject to a number of uncertainties and risks, and actual results may differ materially. The uncertainties and risks include, but are not limited to, changes in market activity, anticipated increases in the rate of new customer acquisition, the conversion of new visitors to the site to customers, the activity of customers and assets held at the institution, seasonality, the development and enhancement of products and services, competitive pressures (including price competition), system failures, economic and political conditions, changes in consumer behavior and the introduction of competing products having technological and/or other advantages. Further information about these risks and uncertainties can be found in the information included in the annual reports previously filed by E*TRADE FINANCIAL Corporation with the SEC on Form 10-K (including information under the caption "Risk Factors") and quarterly reports on Form 10-Q.

© 2007 E*TRADE FINANCIAL Corporation. All rights reserved.

