

## FOR IMMEDIATE RELEASE

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## **E\*TRADE FINANCIAL CORPORATION REPORTS MONTHLY ACTIVITY FOR JULY 2008**

**New York, August 13, 2008** – E\*TRADE FINANCIAL Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for July. The Company's total retail customer assets grew \$153 million from June to total \$162 billion. Total Daily Average Revenue Trades ("DARTs") increased 9.2 percent sequentially to 182,835. Net new retail accounts were 19,583.

"We are pleased to see favorable trends in customer activity and new account growth continue through July. We have nearly 200,000 more retail accounts than we had a year ago," said Donald H. Layton, Chairman and Chief Executive Officer, E\*TRADE FINANCIAL Corporation. "The combination of solid month-over-month growth in accounts and trading volume continues to validate the strength and value of our retail franchise."

### **Monthly Activity Data**

	<u>Jul-08</u>	<u>Jun-08</u>	<u>Jul-07<sup>(1)</sup></u>	<u>% Chg. M/M</u>	<u>% Chg. Y/Y</u>
Trading days	21.5	21.0	20.5	N.M.	N.M.
Daily Average Revenue Trades	182,835	167,481	190,128	9.2 %	(3.8)%
Gross new retail accounts	76,340	72,662	88,860	N.M.	N.M.
End of period retail accounts	4,414,920	4,395,337	4,218,510	0.4 %	4.7 %
<u>Retail Customer Assets (\$MM)</u>					
Customer securities holdings	\$ 128,602	\$ 128,260	\$ 166,565	0.3 %	(22.8)%
Customer cash and deposits	33,561	33,750	37,399	(0.6)%	(10.3)%
Retail customer assets	<u>\$ 162,163</u>	<u>\$ 162,010</u>	<u>\$ 203,964</u>	0.1 %	(20.5)%

(1) These metrics have been re-presented to exclude activity from discontinued operations.

Historical monthly metrics data from June 2004 to July 2008 can be found on the E\*TRADE FINANCIAL investor relations site at <https://investor.etrade.com>.

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