



E*TRADE FINANCIAL Corporation Reports Monthly Activity for August 2008

September 17, 2008

NEW YORK, Sep 17, 2008 (BUSINESS WIRE) -- E*TRADE FINANCIAL Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for August. The Company's total retail customer assets grew \$1.3 billion from July to total \$163.5 billion. Total Daily Average Revenue Trades ("DARTs") decreased 17 percent sequentially to 151,722. Net new retail accounts were 16,210.

"We are pleased to see strong growth in new accounts continue through a seasonally slow August," said Donald H. Layton, Chairman and Chief Executive Officer, E*TRADE FINANCIAL Corporation. "Our retail franchise continued its forward momentum as we grew retail customer assets and set yet another record for total retail accounts."

Monthly Activity Data

	Aug-08	Jul-08	Aug-07(1)	% Chg. M/M	% Chg. Y/Y	
Trading days	21.0	21.5	23.0	N.M.	N.M.	
Daily Average Revenue Trades	151,722	182,835	189,057	(17.0)%	(19.7)%	
Gross new retail accounts	60,349	76,340	92,750	N.M.	N.M.	
End of period retail accounts	4,431,130	4,414,920	4,248,845	0.4 %	4.3 %	
Retail Customer Assets (\$MM)						
Customer security holdings	\$ 129,666	\$ 128,602	\$ 168,410	0.8 %	(23.0)%	
Customer cash and deposits	33,832	33,561	36,994	0.8 %	(8.5)%	
Total retail customer assets	\$ 163,498	\$ 162,163	\$ 205,404	0.8 %	(20.4)%	

(1) These metrics have been represented to exclude activity from discontinued operations.

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

About E*TRADE FINANCIAL

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E*TRADE FINANCIAL Media Relations Contact

Pam Erickson, 617-296-6080

pam.erickson@etrade.com

or

E*TRADE FINANCIAL Investor Relations Contact

Robert Simmons, 646-521-4406

robert.simmons@etrade.com

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