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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR NOVEMBER 2010;
PROVIDES UPDATES TO ITS LOAN DELINQUENCIES**

New York, December 15, 2010 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for November 2010.

Daily Average Revenue Trades (“DARTs”) for November were 158,770, a nine percent increase from October and a four percent increase from the year-ago period. The Company ended the month with approximately 2.7 million brokerage accounts – including gross new brokerage accounts of 30,355 and net new brokerage accounts of 5,182 during the month. Total accounts ended the month at approximately 4.2 million.

Net new brokerage assets were positive \$0.8 billion in the month, totaling \$7.4 billion year to date. During the month, customer security holdings increased by one percent, or \$0.8 billion, and brokerage-related cash increased by \$0.3 billion to \$23.8 billion, with customers as net buyers of approximately \$0.8 billion in securities in November. Bank-related cash and deposits declined by \$0.1 billion, ending the month at \$9.0 billion.

The Company also updated delinquency statistics in its loan portfolio. For the Company’s entire loan portfolio, total special mention delinquencies (30 to 89 days delinquent) increased five percent from September 30, 2010 to November 30, 2010 and declined slightly from October 31, 2010 to November 30, 2010, while total “at risk” delinquencies (30 to 179 days delinquent) increased by one percent from September 30, 2010 to November 30, 2010 and declined one percent from October 31, 2010 to November 30, 2010. Additional loan delinquency data is provided in the second table of this release.

(more)

Monthly Activity Data

	Nov-10	Oct-10	Nov-09 ⁽¹⁾	% Chg. M/M	% Chg. Y/Y
Trading days	20.5	21.0	19.5	N.M.	N.M.
DARTs	158,770	145,311	153,223	9.3 %	3.6 %
Gross new brokerage accounts	30,355	26,901	26,382	12.8 %	15.1 %
Gross new stock plan accounts	12,305	14,248	16,743	(13.6)%	(26.5)%
Gross new banking accounts	1,688	1,588	1,961	6.3 %	(13.9)%
Total gross new accounts	44,348	42,737	45,086	3.8 %	(1.6)%
Net new brokerage accounts	5,182	4,167	301	N.M.	N.M.
Net new stock plan accounts	2,363	321	1,835	N.M.	N.M.
Net new banking accounts	(7,514)	(7,293)	(11,111)	N.M.	N.M.
Net new accounts	31	(2,805)	(8,975)	N.M.	N.M.
End of period brokerage accounts	2,666,051	2,660,869	2,642,685	0.2 %	0.9 %
End of period stock plan accounts	1,036,134	1,033,771	1,027,066	0.2 %	0.9 %
End of period banking accounts	521,799	529,313	734,799	(1.4)%	(29.0)%
End of period total accounts	4,223,984	4,223,953	4,404,550	0.0 %	(4.1)%
Customer Assets (\$B)					
Security holdings	\$ 114.4	\$ 113.6	\$ 96.3	0.7 %	18.8 %
Customer payables (cash)	4.9	4.9	4.8	0.0 %	2.1 %
Customer cash balances held by third parties	3.3	3.3	3.0	0.0 %	10.0 %
Unexercised stock plan customer options (vested)	19.9	19.7	16.1	1.0 %	23.6 %
Customer assets in brokerage and stock plan accounts	142.5	141.5	120.2	0.7 %	18.6 %
Sweep deposit accounts	15.6	15.3	12.4	2.0 %	25.8 %
Savings and transaction accounts	8.5	8.6	12.0	(1.2)%	(29.2)%
CDs	0.5	0.5	1.3	0.0 %	(61.5)%
Customer assets in banking accounts	24.6	24.4	25.7	0.8 %	(4.3)%
Total customer assets	\$ 167.1	\$ 165.9	\$ 145.9	0.7 %	14.5 %
Net new brokerage assets (\$B) ⁽²⁾	\$ 0.8	\$ 0.9	\$ 0.5	N.M.	N.M.
Net new banking assets (\$B) ⁽²⁾	(0.1)	(0.1)	(0.3)	N.M.	N.M.
Net new customer assets (\$B) ⁽²⁾	\$ 0.7	\$ 0.8	\$ 0.2	N.M.	N.M.
Brokerage related cash (\$B)	\$ 23.8	\$ 23.5	\$ 20.2	1.3 %	17.8 %
Other customer cash and deposits (\$B)	9.0	9.1	13.3	(1.1)%	(32.3)%
Total customer cash and deposits (\$B)	\$ 32.8	\$ 32.6	\$ 33.5	0.6 %	(2.1)%

⁽¹⁾ All periods presented have been updated to exclude international local activity.

⁽²⁾ Net new customer assets are total inflows to all new and existing customer accounts less total outflows from all closed and existing customer accounts. The net new banking assets and net new brokerage assets metrics treat asset flows between E*TRADE entities in the same manner as unrelated third party accounts.

Loan Delinquency Data

	Nov-10	Oct-10	Sep-10	% Chg. Nov 10 - Oct 10	% Chg. Oct 10 - Sep 10	% Chg. Nov 10 - Sep 10
<u>One- to Four-Family (\$MM)</u>						
Current	\$ 6,924	\$ 7,092	\$ 7,286	(2)%	(3)%	(5)%
30-89 days delinquent	418	406	376	3 %	8 %	11 %
90-179 days delinquent	218	232	241	(6)%	(4)%	(10)%
Total 30-179 days delinquent	636	638	617	(0)%	3 %	3 %
180+ days delinquent ⁽³⁾	801	820	818	(2)%	0 %	(2)%
Total delinquent loans	1,437	1,458	1,435	(1)%	2 %	0 %
Gross loans receivable ⁽⁴⁾	\$ 8,361	\$ 8,550	\$ 8,721	(2)%	(2)%	(4)%
<u>Home Equity (\$MM)</u>						
Current	\$ 6,220	\$ 6,320	\$ 6,434	(2)%	(2)%	(3)%
30-89 days delinquent	192	203	202	(5)%	0 %	(5)%
90-179 days delinquent	146	140	142	4 %	(1)%	3 %
Total 30-179 days delinquent	338	343	344	(1)%	(0)%	(2)%
180+ days delinquent ⁽³⁾	55	59	56	(7)%	5 %	(2)%
Total delinquent loans	393	402	400	(2)%	1 %	(2)%
Gross loans receivable ⁽⁴⁾	\$ 6,613	\$ 6,722	\$ 6,834	(2)%	(2)%	(3)%
<u>Consumer and Other (\$MM)</u>						
Current	\$ 1,488	\$ 1,515	\$ 1,548	(2)%	(2)%	(4)%
30-89 days delinquent	25	29	26	(14)%	12 %	(4)%
90-179 days delinquent	4	4	5	0 %	(20)%	(20)%
Total 30-179 days delinquent	29	33	31	(12)%	6 %	(6)%
180+ days delinquent ⁽³⁾	1	1	1	0 %	0 %	0 %
Total delinquent loans	30	34	32	(12)%	6 %	(6)%
Gross loans receivable ⁽⁴⁾	\$ 1,518	\$ 1,549	\$ 1,580	(2)%	(2)%	(4)%
<u>Total Loans Receivable (\$MM)</u>						
Current	\$ 14,632	\$ 14,927	\$ 15,268	(2)%	(2)%	(4)%
30-89 days delinquent	635	638	604	(0)%	6 %	5 %
90-179 days delinquent	368	376	388	(2)%	(3)%	(5)%
Total 30-179 days delinquent	1,003	1,014	992	(1)%	2 %	1 %
180+ days delinquent ⁽³⁾	857	880	875	(3)%	1 %	(2)%
Total delinquent loans	1,860	1,894	1,867	(2)%	1 %	(0)%
Total gross loans receivable ⁽⁴⁾	\$ 16,492	\$ 16,821	\$ 17,135	(2)%	(2)%	(4)%

⁽³⁾ Loans that are delinquent for 180+ days have been written down to estimated current property value.

⁽⁴⁾ Includes unpaid principal balances and premiums (discounts).

Historical metrics and financials through November 2010 can be found on the E*TRADE Financial investor relations website at <https://investor.etrade.com>.

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