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E*TRADE Media Relations

646-521-4418

mediainq@etrade.com

E*TRADE Investor Relations

646-521-4406

ir@etrade.com

E*TRADE LAUNCHES REFERRAL NETWORK FOR ADVISORS TO EXPAND WEALTH MANAGEMENT SERVICES TO ITS CUSTOMERS

Participating registered investment advisors (RIAs) gain access to a unique client pipeline and retail branch network

NEW YORK, December 18, 2018 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced the launch of the E*TRADE Advisor Network, a national referral program that connects independent financial advisors to potential clients who need wealth management services beyond the scope of E*TRADE's in-house offerings.

Advisors who participate in the program benefit from a close-knit relationship with E*TRADE national and local branches as well as access to investors who desire holistic wealth management solutions. Included as charter national members in the Advisor Network are Edelman Financial Engines and Mercer Advisors.

"The E*TRADE Advisor Network offers a new avenue for our branches to help clients with more complex needs," said Matthew Wilson, Senior Vice President of Brokerage at E*TRADE Financial. "We look forward to developing even deeper connections with advisors on our platform while providing access to clients who need help managing their portfolio and their financial lives—from wealth management to estate planning."

E*TRADE serves roughly 4.9 million brokerage accounts and 1.7 million stock plan accounts over the phone, online, and in-person at two national branches and 30 E*TRADE branches across the United States.

The referral network launches amid a number of additional enhancements rolled out by TCA by E*TRADE, a provider of integrated technology, custody, and practice management support. Most recently, TCA by E*TRADE nearly doubled the funds available in its ETF Custody Advantage program and added four third-party money managers to its Money Manager X-Change program. These enhancements enable advisors to help clients pursue their financial goals by providing even more investment choices.

Since last October, TCA by E*TRADE has secured more than \$12 billion in commitments to its RIA platform and has added more than \$2 billion in net assets under custody.

"Delivering first-class solutions for advisors is part of our DNA," said TCA by E*TRADE President Josh Pace. "Advisors choose our platform because of our cutting-edge digital solutions, one-to-one service model, non-competitive nature, and the strength of the E*TRADE brand. This referral network is yet another compelling reason why advisors continue to gravitate toward our firm."

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About E*TRADE Financial and Important Notices

E*TRADE Financial and its subsidiaries provide financial services including brokerage and banking products and services to retail customers. Securities products and services are offered by E*TRADE Securities LLC (Member FINRA/SIPC). Commodity futures and options on futures products and services are offered by E*TRADE Futures LLC (Member NFA). Managed Account Solutions are offered through E*TRADE Capital Management, LLC, a Registered Investment Adviser. Bank products and services are offered by E*TRADE Bank, and RIA custody solutions are offered by E*TRADE Savings Bank doing business as "TCA by E*TRADE," both of which are national federal savings banks (Members FDIC). More information is available at www.etrade.com.

Please read the important disclosures below

Referrals to advisors in the E*TRADE Advisor Network are made by E*TRADE Securities. Advisors participating in the E*TRADE Advisor Network are not affiliated with E*TRADE. E*TRADE Securities prescreens advisors for the network against certain criteria. However, E*TRADE does not supervise advisors or their participation in the network and services vary by advisor. An advisor's participation in the network is not an endorsement or opinion as to the quality of the advisor or its services. Minimum asset level required for referral. E*TRADE Securities is paid by the advisor for referrals.

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