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E*TRADE FINANCIAL CORPORATION NAMES ALICE MILLIGAN AS CHIEF CUSTOMER OFFICER

Former Citibank executive will take the reins in delivering the next iteration of the Company's digital customer experience strategy

NEW YORK, May 1, 2019 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that it has named Alice Milligan as Chief Customer Officer for the Company. In this role, Ms. Milligan will oversee E*TRADE retail products, the digital customer experience, and marketing.

With an extensive career in financial services, Ms. Milligan most recently served as the Chief Digital Client Experience Officer for Citibank's North America Consumer Bank. In this role she led the strategy, planning, development, and scaling of the consumer banking digital experience across the full customer lifecycle. Prior to this role she was the Chief Customer and Digital Experience Officer for Citibank's Global Cards and Consumer Services.

"At our core we command an unrivaled brand and legendary digital ethos that informs and inspires everything we do," said Karl Roessner, Chief Executive Officer of E*TRADE Financial Corporation. "We look forward to working closely with Alice to unify these disciplines like never before to reimagine the customer journey and experience, further surprising and delighting investors and traders alike, while welcoming the next generation of customers to the best of E*TRADE."

Ms. Milligan started her career at American Express, rising through the ranks to become the Senior Vice President of American Express Interactive. In this role, she was responsible for strategy, planning, and delivery of American Express Digital, including web, mobile, social, eCommunications, and emerging channels. Ms. Milligan has a Master of Arts from Seton Hall University and a BS in Business Administration and Marketing from the College of St. Elizabeth.

About E*TRADE Financial

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, both of which are federal savings banks (Members FDIC). More information is available at www.etrade.com. ETFC-G

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