

FOR IMMEDIATE RELEASE

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E*TRADE UNVEILS SERIES OF ENHANCEMENTS FOR POWER E*TRADE PLATFORM

*Active traders now have an expanded arsenal of resources
to quickly make informed trading decisions*

NEW YORK, June 4, 2019 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced a series of enhancements to its Power E*TRADE active trader platform. Customers now have access to:

- **Paper trading:** Clients can test drive the platform and experiment with a variety of trading strategies without investing real money.
- **Enhanced alert manager:** Active traders can create alerts for a single options contract or even multiple legs. Users can also select the dollar amount to trigger the alert and specify it as the bid, ask, last, or mark price.
- **Saved equity and options orders:** Customers exploring equity and options trade ideas but not ready to take action can store orders on any E*TRADE platform and view, cancel, or modify them anytime, anywhere.
- **Intraday technical pattern recognition:** E*TRADE's first-of-its-kind automatic technical pattern recognition and education tool is now available intraday up to a 15-minute frequency, as opposed to just daily.

E*TRADE is also now offering Micro E-mini equity index futures contracts, which are one-tenth the size of a typical E-mini futures contract. Now, traders can easily access the 24/6 futures market and execute a variety of trading strategies with less capital.

"We are continually adding even more firepower to our award-winning trading platform to deliver the easy-to-use resources traders crave," said Chris Larkin, Senior Vice President of Trading at E*TRADE Financial. "At E*TRADE, our traders know they have access to the latest useful technology and innovations to help them test drive new ideas, seize opportunities as they arise, or even trade new investment vehicles like Micro E-mini futures."

E*TRADE aims to enhance the financial independence of traders and investors through a powerful digital offering and professional guidance. To learn more about E*TRADE's trading and investing platforms and tools, visit etrade.com.

For useful trading and investing insights from E*TRADE, follow the company on Twitter, [@ETRADE](https://twitter.com/ETRADE).

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, including Micro E-mini equity index futures contracts, 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 national federal savings banks (Members FDIC). More information is available at www.etrade.com.

Please read the important disclosures below.

Important Note: Futures and options transactions are intended for sophisticated investors and are complex, carry a high degree of risk, and are not suitable for all investors. For more information, please read the [Characteristics and Risks of Standardized Options](#) and the [Risk Disclosure Statement for Futures and Options](#) prior to applying for an account. You can also view the [E*TRADE Futures LLC Financial Information and Disclosure Documents](#).

Access the futures markets through the E*TRADE platform nearly 24 hours a day, six days a week (Sunday 5 p.m. CT to Friday 4 p.m. CT). For more information on futures contract trade specifications, including, tick size, tick value, margin requirements, and trading hours, visit etrade.com/futures.

The Power E*TRADE Paper Trading application simulates financial markets and the buying and selling of securities on those markets using the Power E*TRADE platform. No actual securities are, or can be, bought, sold, traded, converted, assigned, or delivered on or through the Power E*TRADE Paper Trading application. All information provided on and through the Power E*TRADE Paper Trading application is provided for informational, educational, entertainment, and recreational purposes only.

The Technical Analysis tool is provided for informational and/or educational purposes and should not be used or construed as investment advice, financial guidance, or an offer, solicitation, or recommendation to buy, sell, or hold any security, commodity future, futures option, or investment by E*TRADE or any third-party provider. Past performance of securities, commodity futures, and futures options are not indicative of future results.

In [StockBrokers.com's](#) 2019 Online Broker Review of 16 firms across 284 different variables, E*TRADE was awarded the #1 Mobile Trading, #1 Options Trading, and #1 Web Based Platform Awards. In addition, E*TRADE received 10 Best in Class distinctions: Overall, Offering of Investments, Research, Mobile Trading, Education, Options Trading, Beginners, Ease of Use, Customer Service, and Banking. E*TRADE's star ratings for all category rankings out of 5: Overall (4 stars), Commissions & Fees (3.5 stars), Offering of Investments (4.5 stars), Platforms & Tools (4.5 stars), Research (4.5 stars), Customer Service (4.5 stars), Mobile Trading (5 stars), Ease of Use (4.5 stars), Education (4.5 stars), Beginners (4.5 stars), Options Trading (5 stars), and Banking (4 stars). Read the [2019 Online Broker Review](#).

System response and account access times may vary due to a variety of factors, including trading volumes, market conditions, system performance, and other factors.

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