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**E\*TRADE NAMED #1 ONLINE BROKER IN KIPLINGER'S 2019 REVIEW**

*E\*TRADE earns high marks for helping investors seamlessly engage with their finances through intuitive platforms, mobile capabilities, and robust investment selection*

**NEW YORK, August 29, 2019**—(BUSINESS WIRE)—E\*TRADE Financial (NASDAQ: ETRC) today announced it was named Best Online Broker in [Kiplinger's 2019 review](#), driven by its intuitive platforms, investment choices and research, advisory services, mobile offering, and other features.

This announcement comes amid a series of enhancements across E\*TRADE's suite of offerings to reduce friction between investors and the markets. These updates include lower account minimums, expanded investment opportunities, and hypothetical trading capabilities.

"E\*TRADE scored high marks for the intuitiveness of its platform and the ease with which users could find investment research," according to the survey evaluation. "Stock-quote pages are full of useful research on the web and mobile platforms, and investors looking for investment ideas can start with the firm's thematic investing page, which recommends ETFs that play on themes such as cybersecurity, self-driving cars and millennials."

"E\*TRADE has a rich history of breaking down barriers to investing, and we continue to carry that torch today," said Alice Milligan, Chief Customer Officer at E\*TRADE Financial. "We strive to deliver an experience that meets our customers' needs wherever they are in their investing journey—from the novice investor opening their first brokerage account, to a parent creating a diversified portfolio in just a few clicks to save for their child's future, to a sophisticated active trader placing a complex options trade."

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 trading and investing platforms and tools, visit [etrade.com](http://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 and Important Notices**



In Kiplinger's annual Best Online Brokers Review of 10 firms across seven categories, E\*TRADE was awarded first place with an overall score of 82.9 out of 100 and "Best for Mutual Fund Investors". E\*TRADE's ratings for all category rankings include: Overall (#1), User Experience (#2), Investment Choices (#2), Advisory Services (#3), Mobile (#3), Research (#4), Commissions and Fees (#6), and Tools (#7). Read the full "[Best Online Brokers, 2019](#)" survey.

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 national federal savings banks (Members FDIC). More information is available at [www.etrade.com](http://www.etrade.com).

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### **About Kiplinger's**

For 10 decades, the Kiplinger organization has led the way in personal finance and business forecasting. Founded in 1920 by W.M. Kiplinger, the company developed one of the nation's first successful newsletters in modern times. *The Kiplinger Letter*, launched in 1923, remains the longest continuously published newsletter in the United States. In 1947, Kiplinger created the nation's first personal finance magazine. Located in the heart of our nation's capital, the Kiplinger editors remain dedicated to delivering sound, unbiased advice for your family and your business in clear, concise language. Become a fan of Kiplinger on [Facebook](#) or [Kiplinger.com](http://Kiplinger.com) and follow Kiplinger on [Twitter](#) and [LinkedIn](#).

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