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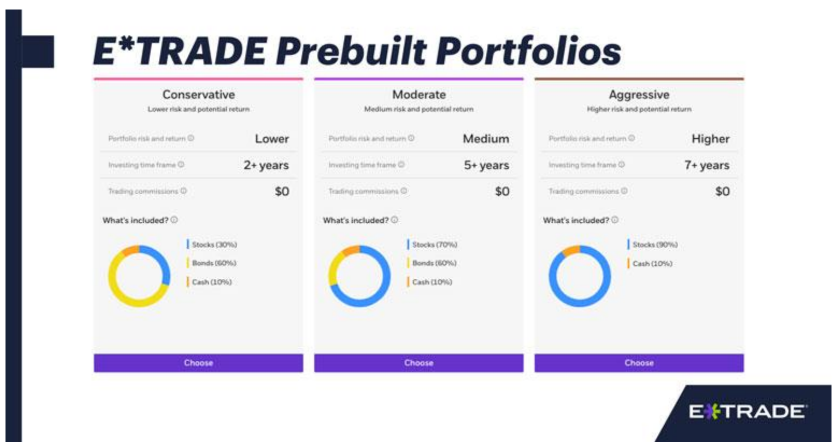
E*TRADE PREBUILT PORTFOLIOS DELIVER A SELECTION OF FUNDS IN A FEW EASY CLICKS



Customers can review three easy-to-understand bundles and seamlessly integrate them into a new or existing account

NEW YORK, November 28, 2018 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced a new educational tool that allows self-directed investors to choose from three exchange-traded fund (ETF) or three mutual fund portfolios, based on the investor's self-identified risk tolerance, time horizon, and preference for active or passive investing. Highlights include:

- Three non-proprietary ETF or mutual fund bundles categorized as either conservative, moderate, or aggressive.
- A selection of commission-free, low-expense-ratio ETFs or no-load, no-transaction-fee mutual funds in each portfolio.
- Jargon-free descriptions that highlight recognizable company names to make investing quick and easy to understand.
- Portfolios can be simply selected and purchased in a few easy clicks, with just a $2,500 minimum for ETF portfolios and a $1,000 minimum for mutual fund portfolios.

"Our industry has made great strides in offering education and resources to main street investors, but the reality is it can still be very daunting to invest in the markets," said Rich Messina, SVP of Investment Product at E*TRADE Financial. "With this offering, we aim to eliminate confusion, eradicate roadblocks, and empower our customers to take control of their finances through an easy and intuitive digital experience delivered in plain English."

Visit the Prebuilt ETF Portfolios or Prebuilt Mutual Fund Portfolios page to learn more.

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.

About E*TRADE's Prebuilt Portfolios

For more detailed discussion about the risks of investing in an ETF or mutual fund, as well as the fund's investment objectives, policies, charges, and expenses, please read the fund's prospectus. To obtain the most recent prospectus, please visit the Exchange-Traded Funds Center at www.etrade.com/etf and Mutual Funds Center at www.etrade.com/mutualfunds.

Prebuilt Portfolios are an educational tool and should not be relied upon as the primary basis for investment, financial, tax-planning, or retirement decisions. This tool provides a sample of possible portfolios based on varying degrees of market risk. These portfolios are not tailored to the investment objectives of a specific investor. This educational information neither is, nor should be construed as investment advice, financial guidance, or an offer or a solicitation or recommendation to buy, sell, or hold any security, or to engage in any specific investment strategy by E*TRADE. These prebuilt portfolios may change at any time and E*TRADE will not notify you when such changes are made.

The list of commission-free ETFs and no-load, no transaction fee mutual funds is subject to change at any time without notice.

E*TRADE Securities LLC and/or its affiliates receive compensation in connection with the purchase and holding of mutual fund shares by E*TRADE customers. For more information regarding these payments, please go to www.etrade.com/mutualfunds.

ETS has contracted with certain ETF companies to receive compensation in connection with the purchase of ETFs offered commission-free through ETS. This additional compensation is paid by an affiliate of the ETF company. The compensation ETS receives as a result of these relationships is paid based on initial setup fees, and a percentage of invested assets ranging from 0 to 0.15% per annum, depending on the ETF company.

If you have any questions about the Commission-Free ETF Program, call us anytime at 800-ETRADE-1 (800-387-2331).

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, including mutual funds and ETFs, 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.