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E*TRADE BOSTON BRANCH MOVES TO NEW RETAIL LOCATION

Meet local Financial Consultants who can help find solutions that fit your investment goals

BOSTON, December 5, 2018 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced the opening of a new retail branch in the Boston Financial District at 70 Franklin Street, where all are welcome to visit whether or not they are an E*TRADE customer. The branch offers a number of services, including:

- Complimentary portfolio review and personalized investment guidance.
- Local Financial Consultants who can help with building retirement portfolios and estimating projected income and financial needs in retirement.
- Digital stations to explore E*TRADE products and services such as Prebuilt Portfolios, E*TRADE Personalized Investments, and Thematic Investing.
- Information about online and in-person seminars held at the branch.

The Boston location is open Monday through Friday from 8:30 a.m. to 5:00 p.m. and evenings and Saturdays by appointment. Contact the branch by calling 866-789-0721 or emailing bostoncenter@etrade.com.

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 Financial
E*TRADE Financial and its subsidiaries provide financial services including brokerage and banking products and services to retail customers. Securities products and services, including Prebuilt Portfolios and Thematic Investing, 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, including Personalized Investments, 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
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