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**E*TRADE FINANCIAL CORPORATION PROPOSES JAIME ELLERTSON FOR ELECTION
BY STOCKHOLDERS TO BOARD OF DIRECTORS**

Proposal follows the decision of long-time Board member Joseph Sclafani to retire at the conclusion of his term

NEW YORK, March 11, 2019 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced that its Board of Directors has proposed Jaime Ellertson for election by Stockholders to the Company's Board of Directors at its 2019 Annual Meeting of Stockholders. The announcement follows the decision of Joseph Sclafani to retire from the Board at the conclusion of his term and not to stand for re-election.

Mr. Ellertson currently serves as CEO and Chairman of the Board of Everbridge, Inc., which provides critical communications and enterprise safety solutions, where he oversees the company's strategic vision and corporate growth.

"Jaime's deep knowledge of and experience in enterprise technology makes him an excellent candidate to join our Board," said Rodger Lawson, Chairman of E*TRADE's Board of Directors. "His seasoned expertise can deliver great value for our Company, customers, employees, and stockholders."

Prior to its acquisition by Everbridge, Mr. Ellertson was the CEO, Chairman, and co-founder of CloudFloor Corporation, focused on the emerging enterprise cloud computing market. Prior to CloudFloor, he served as CEO of Gomez Inc., an Internet Performance Management provider. Mr. Ellertson has also served as CEO, President, and Director of S1 Corporation, an early pioneer in the online banking space, as well as founding several high-growth software companies, including Document Automation Corporation, Openware Technologies, and Purview Technologies Inc. Mr. Ellertson has previously served as Chairman of the Board of hVivo plc, Peoplefluent Inc., Gomez Inc., S1 Corporation, Danka Office Imaging Company, and Interleaf Corporation.

Mr. Ellertson, along with the Company's eleven directors standing for re-election, will be voted on by the stockholders at the Annual Meeting.

"On behalf of our entire Board, I'd like to thank Joe for his steadfast service to our firm over these past eleven years, throughout some of E*TRADE's most challenging and exhilarating times," continued Lawson. "Joe continuously provided a steady hand, contributing meaningfully to our audit and risk framework, and as a result he is leaving our Board stronger than when he joined it. He will be missed, and on a personal level it was a pleasure to work alongside a person of his caliber. We wish him the very best in his next chapter."



About E*TRADE Financial

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