

FOR IMMEDIATE RELEASE

E*TRADE Media Relations

646-521-4418

mediainq@etrade.com

E*TRADE Investor Relations

646-521-4406

ir@etrade.com

E*TRADE MINNEAPOLIS BRANCH MOVES TO NEW RETAIL LOCATION

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

MINNEAPOLIS, March 18, 2019 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced the opening of a new retail branch in the Edina area at 7000 France Avenue South, where all are welcome to visit whether or not they are an E*TRADE customer. The branch offers a number of services, including:

- One-on-one complimentary portfolio reviews and personalized investment guidance.
- Local Financial Consultants who can help with aligning your investing strategy with your personal financial goals, including retirement.
- Information about online and in-person seminars held at the branch.

The Edina 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 866-789-0739 or emailing minneapolisbranch@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](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, 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

Financial Consultants are dually registered with E*TRADE Securities and E*TRADE Capital Management, LLC, and may offer services that are either one-time commission based or ongoing fee-based advisory services. To help determine which guidance option may be right for you, please visit etrade.com/guidance for additional information about account minimums, commissions, fees, etc.

###

Important Notices

E*TRADE Financial, E*TRADE, and the E*TRADE logo are trademarks or registered trademarks of E*TRADE Financial Corporation. ETFC-G

© 2019 E*TRADE Financial Corporation. All rights reserved.