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**E*TRADE EARNS HIGH MARKS IN BARRON'S ANNUAL
ONLINE BROKER REVIEW**

*E*TRADE awarded in "best of" categories for Mobile Traders, Occasional Traders,
and Retirement Investors*

NEW YORK, March 19, 2019—(BUSINESS WIRE)—E*TRADE Financial (NASDAQ: ETFC) today announced top accolades from Barron's Best Online Brokers of 2019 review, earning distinctions in the following categories:

- "Best of" for Mobile Traders
- "Best of" for Occasional Traders
- "Best of" for Retirement Investors

The Best Online Brokers of 2019 review consisted of 14 firms across six categories. E*TRADE earned 4.0 out of 5 stars overall.

"E*TRADE has made great strides in appealing to traders across experience levels," said Matt Miller of Barron's. "It launched a completely new web-based, active-trading platform last year, which has enabled a number of new features and services. E*TRADE's mobile app also does a fine job of appealing to both the occasional and hyperactive client, offering an options view and a tab for conditional trades."

"We are laser-focused on an experience that is unrivaled in ease of use, meeting our clients where they are," said Ed Andersen, Vice President of Mobile and Advanced Technology at E*TRADE Financial. "A critical part of that pursuit is delivering a first-class mobile experience, so investors and traders alike can conveniently manage their accounts on the move."

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.

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 [Barron's Best Online Brokers of 2019 review](#) of 14 firms across six categories, E*TRADE received 4 out of 5 stars overall. E*TRADE also earned “Best for Mobile Traders” (4.5 stars), “Best for Retirement Investors” (3.5 stars), and “Best for Occasional Traders” (4.0 stars) distinctions. [Learn more.](#)

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.

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