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**E*TRADE EARNS SEVEN BEST ONLINE BROKER AWARD DISTINCTIONS IN
INVESTOPEDIA'S INAUGURAL REVIEW**

*E*TRADE receives high honors in Stock Trading Apps, Web Trading Platforms,
and Options Trading, among others*

NEW YORK, March 28, 2019—(BUSINESS WIRE)—E*TRADE Financial (NASDAQ: ETFC) today announced top accolades from Investopedia's 2019 Best Online Brokers Awards, earning the following distinctions:

- Best for Beginners
- Best Stock Trading Apps
- Best for ETFs
- Best for Options Trading
- Best for Roth IRAs
- Best for IRAs
- Best Web Trading Platforms

The 2019 Best Online Brokers review consisted of more than 70 online brokers across 10 key categories and 149 variables.

"E*TRADE is among our top winners across multiple categories in 2019," said Investopedia Editor-in-Chief Caleb Silver. "E*TRADE, one of the pioneers in the industry, continues to develop platforms that enhance the user experience while helping educate them to invest smarter. Our review methodology considers many variables across trading technology, mobile capability, user interface, research tools, and costs and fees—making this year's winners truly exceptional."

"These distinctions are a clear signal that, regardless of experience level, at E*TRADE investors and traders will find the tools and resources to help guide them toward their goals," said Chris Larkin, Senior Vice President of Trading at E*TRADE Financial. "And far from resting on our laurels, we will continue to raise the bar, surprising and delighting our customers through outstanding service and continual enhancements to our best-in-class trading platforms."

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 [Investopedia's 2019 Best Online Brokers Awards](#), E*TRADE received seven "best of" award distinctions: for Beginners (4.5 stars), Stock Trading Apps (4.4 stars), ETFs (3.9 stars), Options Trading (4.2 stars), Roth IRAs (4.1 stars), IRAs (4.1 stars), and Web Trading Platforms (4.0 stars). E*TRADE earned 3.8 out of 5 stars overall. The 2019 Best Online Broker review assessed more than 70 online brokers across 10 key categories and 149 variables. E*TRADE's star ratings for all firm rankings out of 5 are: Total (3.8 stars), Trading Experience (4.2 stars), Trading Technology (3.4 stars), Usability (3.8 stars), Mobile and Emerging Tech (4.8 stars), Range of Offerings (3.9 stars), News and Research (4.5 stars), Portfolio Analysis and Reports (3.9 stars), Customer Service and Help (4.5 stars), Education (4.8 stars), and Costs (0.2 stars). [Read E*TRADE's 2019 review](#).

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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