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**E\*TRADE EARNS TOP MARKS IN INVESTOPEDIA'S 2020 ONLINE BROKER REVIEW**

*E\*TRADE named Best Broker for Ease of Trading and Best Broker for Beginning Options Traders*

**ARLINGTON, Va, April 2, 2020 (BUSINESS WIRE)**—E\*TRADE Financial Corporation (NASDAQ: ETFC) today announced top accolades from Investopedia's 2020 Best Online Brokers Awards.

E\*TRADE earned 4.2 out of 5.0 stars overall. E\*TRADE was also named Best Broker for Ease of Trading and Best Broker for Beginning Options Traders. The 2020 Best Online Brokers review consisted of 10 online brokers across 12 key categories and 103 variables.

"E\*TRADE has a long history as an online broker, and this experience has paid off in terms of very intuitive and easy-to-navigate platforms," said Theresa Carey, Brokerage and Investing expert at Investopedia. "E\*TRADE has continued to rank highly among the best online brokerages for beginners thanks to its excellent resources and usability. The Power E\*TRADE platform brings clients robust options analysis and strategy development tools. E\*TRADE's mobile apps are extremely well laid-out, easy to use, and are among the most comprehensive and extensive apps we tested."

"We continuously seek ways to break down barriers for the Main Street investor and trader," said Alice Milligan, Chief Customer Officer of E\*TRADE Financial. "And today more than ever, our customers need to engage with the markets seamlessly wherever they are. So, we are dedicated to delivering intuitive tools across the spectrum of sophistication—from the occasional to the active trader."

"Amid this unprecedented volatility it's critical that traders have the resources and tools to act quickly and with confidence," said Chris Larkin, Managing Director of Trading and Investing Product at E\*TRADE Financial. "We have also seen increased engagement with derivatives as traders look to capitalize off volatility or mitigate risk in their portfolio. Through our platform we've made it easier than ever for traders to visualize, understand, and manage options trades from the simple to the complex."



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](https://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**

**Options involve risk and are not suitable for all investors. For more information, please read the [Characteristics and Risks of Standardized Options](#) before you begin trading options. Because of the importance of tax considerations to all options transactions, the investor considering options should consult their tax advisor as to how taxes affect the outcome of each options strategy. An options investor may lose the entire amount of their investment in a relatively short period of time.**

In Investopedia's 2020 Best Online Brokers Awards, E\*TRADE earned a rating of 4.2 out of 5.0 stars overall. E\*TRADE also earned "Best for Ease of Trading" and "Best for Beginning Options Traders". The 2020 Best Online Broker review assessed 10 online brokers across 12 key categories and 103 variables. E\*TRADE's star ratings for all firm rankings out of 5 are: Total (4.2 stars), Order Types (5.0 stars), Trade Experience (4.4 stars), Range of Offerings (4.3 stars), Portfolio Analysis (4.2 stars), Education (4.1 stars), Research Amenities (4.1 stars), Usability (4.0 stars), Customer Service (4.0 stars), Trading Technology (3.9 stars), Account Amenities (3.7 stars), Security (3.5 stars), and Costs (2.8 stars). [Read E\\*TRADE's 2020 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](https://www.etrade.com). ETFC-G

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