

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 DELIVERS MORE INSIGHT AND CONTROL TO OPTIONS TRADERS THROUGH
CUSTOM GROUPING TOOL ON FLAGSHIP TRADING PLATFORM**

INTRODUCING CUSTOM GROUPING

Select from flyout menu Drag and drop options legs Customize new strategies

The image shows three screenshots of the E*TRADE OptionsHouse trading platform. The first screenshot shows a flyout menu with various options legs. The second screenshot shows the 'Custom Grouping' window where users can drag and drop options legs. The third screenshot shows the 'Custom Grouping' window where users can customize new strategies.

E*TRADE

Allows traders to create their own pairing scenarios,
enabling greater control over complex options strategies

NEW YORK, May 24, 2018 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced a significant addition to its suite of trading tools. With the new Custom Grouping tool on the OptionsHouse platform, traders now have the ability to:

- Group up to four legs of an options position in any manner they choose.
- Deconstruct complex options strategies—like iron condors or butterfly spreads—and create new, unique strategies by re-grouping the positions, splitting legs, or un-pairing spreads.
- Build complex options strategies such as ratio backsreads or broken wing butterflies from scratch, without impacting optimized margin requirements.
- Monitor, adjust, or close a customized strategy simply and efficiently.

“Veteran options traders know different market environments call for different trading strategies,” said Christopher Larkin, Senior Vice President of Trading Product at E*TRADE Financial. “With this launch, we’re providing our customers with the control to view positions more intuitively, pursue opportunities that aren’t always apparent, and build strategies like never before. We achieve this by pairing powerful back-end technology with an interface that is clear and easy to use.”

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 and Important Notices

***Important note:* Options transactions are intended for sophisticated investors and are complex, carry a high degree of risk, and are not suitable for all investors.**

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. Commissions and other costs may be a significant factor. An options investor may lose the entire amount of their investment in a relatively short period of time. Moreover, there are specific risks associated with buying options, including the risk that the purchased options could expire worthless. Also, the specific risks associated with selling cash-secured puts include the risk that the underlying stock could be purchased at the exercise price when the current market value is less than the exercise price the put seller will receive. Moreover, there are specific risks associated with trading spreads, including substantial commissions, because it involves at least twice the number of contracts as a long or short position and because spreads are almost invariably closed out prior to expiration. Multi-leg options including collar strategies involve multiple commission charges. Also, there are specific risks associated with uncovered options writing that expose the investor to potentially significant loss. Please read the [Characteristics and Risk of Standardized Options](#) and the [Special Statement for Uncovered Options Writers](#) before you trade.

The Custom Grouping tool is provided for informational and/or educational purposes and should not be used or construed as investment advice, financial guidance, or an offer, solicitation, or recommendation to buy, sell, or hold any security, commodity futures, futures options, or investment by E*TRADE. Before buying or selling any investment, you should carefully consider your financial situation, investment objectives, risk tolerance, and liquidity needs and consult your broker, financial advisor, and/or licensed tax professional to determine for yourself whether the investment is suitable for you. Past performance of securities, commodity futures, and futures options are not indicative of future results.

E*TRADE Financial and its subsidiaries provide financial services, including brokerage and banking products and services, to retail customers. Securities products and services, including options, 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 federal savings banks (Members FDIC). More information is available at www.etrade.com.

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

System response and account access times may vary due to a variety of factors, including trading volumes, market conditions, system performance, and other factors.

© 2018 E*TRADE Financial Corporation. All rights reserved.