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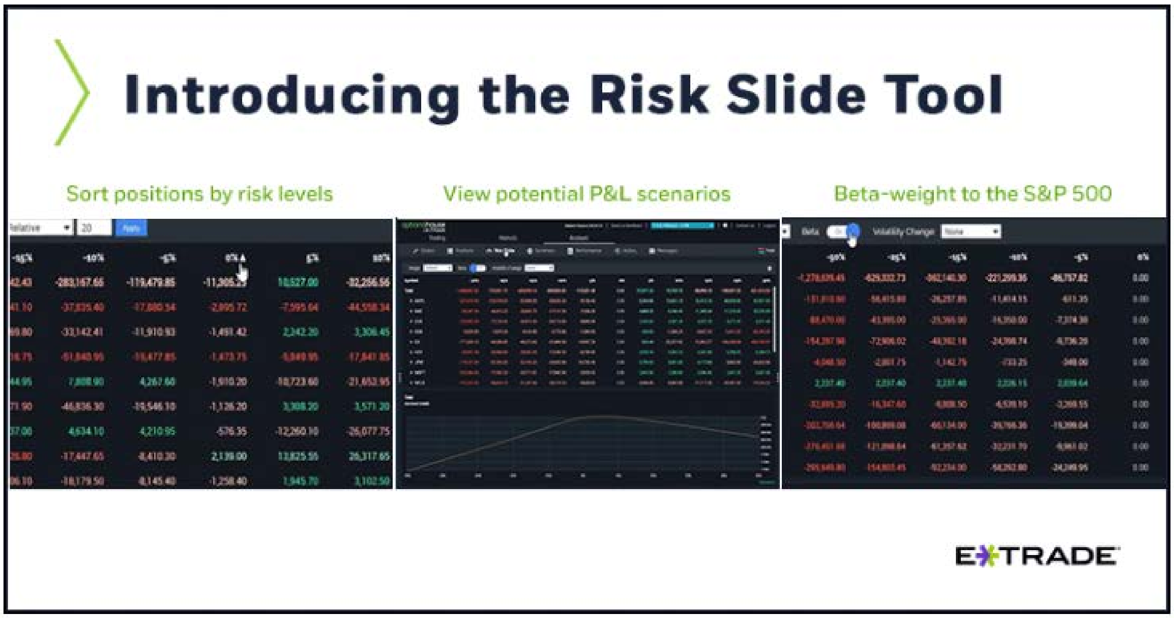
E*TRADE ADDS EASY-TO-USE RISK MANAGEMENT FIREPOWER WITH RISK SLIDE TOOL



New tool quantifies the potential impact of market events on each position in a portfolio, a selection of positions, or even an entire portfolio

NEW YORK, June 21, 2018 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced another significant addition to its suite of trading tools. With the new Risk Slide tool on the OptionsHouse platform, traders have the ability to:

- Visualize how market events or changes in volatility could impact positions in their portfolio.
- Think strategically about how much they stand to lose or gain should the market move in a certain direction.
- Beta-weight to the S&P 500® Index and see P&L results.
- View potential P&L numerically and graphically.
- Sort positions by largest or lowest risk levels.
- Expand symbols to reveal risk details on individual positions.
- Group a selection of positions to understand how they may react to changing market conditions.

“Identifying risk can be an overlooked aspect of managing a portfolio,” said Christopher Larkin, Senior Vice President of Trading Product at E*TRADE Financial. “With this launch, we aim to make risk management simpler by arming traders with the ability to visualize potential pockets of risk and stress test their portfolio through hypothetical market conditions. In this way, traders can now develop a more dynamic and easy-to-understand view of their portfolio and potential performance in various market conditions.”

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.

About E*TRADE Financial and Important Notices

The Risk Slide 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.

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