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**E*TRADE RATED HIGHLY IN BARRON'S INAUGURAL RANKING
OF TOP ROBO ADVISORS**

*E*TRADE ranked as a top-five robo in recent survey*

NEW YORK, August 14, 2018—E*TRADE Financial Corporation (NASDAQ: ETFC) today announced its high ranking in *Barron's* inaugural study, "[The Top Robo Advisors: An Exclusive Ranking.](#)" In the review, E*TRADE was named one of the top-five robos.

In the evaluation, E*TRADE was featured for its commitment to continuously simplify and enhance the experience. The review notes, "After first introducing its robo offering two years ago, E*TRADE has continued to refine the product, now known as Core Portfolios. The firm has shortened its risk questionnaire to just seven questions and brought in the option to choose socially responsible and smart-beta portfolios."

"This recognition is a testament to our pursuit to deliver an exceptionally easy-to-use experience, said Rich Messina, SVP of Investment Product at E*TRADE Financial. "Whether someone is investing for retirement, buying a home, or simply trying to grow a nest egg, we're here with the tools and guidance to help."

Core Portfolios is a professionally managed solution from E*TRADE Capital Management. It helps keep investors on track with their financial goals. With just a \$5,000 investment minimum, clients get an affordable diversified portfolio built from leading non-proprietary exchange-traded funds (ETFs). Clients can stay in control of their investment strategy, track their performance 24/7 through a digital dashboard, and have access to a team of specialists if they have questions or need help.

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 *Barron's* Inaugural Ranking of Robo Advisors



Barron's, together with Backend Benchmarking, a Martinsville, N.J.–based analytics firm and publisher of the Robo Report, published the first ranking of major robo firms that use both performance data and qualitative metrics. The survey encompasses 10 robos with two years of performance history at Backend Benchmarking.

About E*TRADE Financial and Important Notices

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, including Core Portfolios, 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.

Prior to investing in a managed portfolio, please read the [E*TRADE Wrap Fee Programs Brochure](#) for more information on the advisory fee, rebalancing methodologies, portfolio management, affiliations, and services offered.

The information provided herein is for general informational purposes only and should not be considered investment advice. Past performance does not guarantee future results.

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