

FOR IMMEDIATE RELEASE

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**E*TRADE FINANCIAL MOURNS THE PASSING OF VALUED BOARD MEMBER
FREDERICK KANNER**

NEW YORK, August 8, 2018 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced the unexpected passing of Mr. Frederick Kanner, an esteemed member of the Company's Board of Directors. Mr. Kanner faithfully served on the Board since 2008.

"It is with a heavy heart that we remember Fred and his many contributions to our firm," said Rodger Lawson, Executive Chairman of E*TRADE Financial. "Fred was a proven leader, trusted advisor, and calming influence through some of the Company's most challenging times. On a personal level he was a dear friend, and on behalf of our Board of Directors, management team, and employees, I would like to extend our deepest sympathies to the Kanner family. He will be dearly missed."

Regarded as a legal and corporate governance expert, Mr. Kanner served as a member of the E*TRADE Bank board and a member of the Audit Committee, Compensation Committee, and Governance Committee.

For those who would like to contribute in Fred's memory, the family has suggested donations be made to the [Memorial Sloan Kettering Cancer Center](#).

About E*TRADE Financial

E*TRADE Financial and its subsidiaries provide financial services including online 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. ETFC-G

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