



E*TRADE Takes Major Step to Reinvigorate Iconic Brand

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Taps creative agency to recharge marketing and reclaim its challenger brand status

NEW YORK--(BUSINESS WIRE)-- E*TRADE Financial Corporation (NASDAQ:ETFC) today announced it has chosen MullenLowe, an Interpublic Group (NYSE:IPG) agency, to be its new strategic and creative agency of record.

"Our brand is firmly installed in the hearts and minds of consumers," said Lea Stendahl, SVP, Head of Marketing at E*TRADE Financial. "Yet in an industry defined by fierce competition, it is increasingly difficult to break through the clutter and articulate why we are the clear choice for digitally inclined traders and investors. Our stated goals are to grow the business and win in this marketplace. To do so, we need to connect with consumers by delivering a meaningful value proposition, expressed in a bold and culturally relevant 'E*TRADE' way. We are excited to bring MullenLowe into the fold to help us do just that."

The creative agency selection comes as E*TRADE continues in its work to drive organic growth and improve market share within its core brokerage business.

E*TRADE and MullenLowe engagement is effective April 1, 2017, with strategic and creative development leading toward new brand campaigns later in Q2 2017.

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

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) and OptionsHouse (Member FINRA/SIPC/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, a Federal savings bank, Member FDIC, or its subsidiaries. More information is available at www.etrade.com.

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ABOUT MULLENLOWE:

MullenLowe is a unit of MullenLowe Group, a creatively driven global network of agencies in more than 65 markets worldwide. MullenLowe is "hyperbundled," integrating disciplines from brand strategy to creative, digital marketing, media planning and buying, mobile marketing, public relations and social influence, design, CRM and performance analytics. MullenLowe specializes in working with thought-leader brands, including Acura, Royal Caribbean, Hyatt, JetBlue, U.S. Cellular, FAGE, American Greetings, Chipotle, Netflix and Patrón. The agency has been recognized as a *Fast Company* Most Innovative Company and a 3x *Advertising Age* A-List Agency. MullenLowe is a wholly owned subsidiary of the Interpublic Group (NYSE:IPG). For more on MullenLowe, please visit mullenloweus.com.

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