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**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR APRIL 2012**

**NEW YORK, May 16, 2012** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for April 2012.

Daily Average Revenue Trades (“DARTs”) for April were 145,769, a seven percent decrease from March and a nine percent decrease from the year-ago period. The Company added 36,060 gross new brokerage accounts in April, ending the month with approximately 2.8 million brokerage accounts – an increase of 9,305 from March. Total accounts ended the month at approximately 4.4 million.

Net new brokerage assets were positive \$0.4 billion in the month. During the month, customer security holdings decreased by \$0.2 billion, and brokerage-related cash decreased by \$1.1 billion to \$29.9 billion, as customers were net buyers of approximately \$1.6 billion in securities. Bank-related cash and deposits decreased \$0.3 billion, ending the month at \$7.7 billion.

(more)

## Monthly Activity Data

	Apr-12	Mar-12	Apr-11	% Chg. M/M	% Chg. Y/Y
Trading days	20.0	22.0	20.0	N.M.	N.M.
DARTs	145,769	156,636	160,907	(6.9)%	(9.4)%
Gross new brokerage accounts	36,060	37,097	42,421	(2.8)%	(15.0)%
Gross new stock plan accounts	14,452	12,259	12,290	17.9 %	17.6 %
Gross new banking accounts	1,592	1,758	1,890	(9.4)%	(15.8)%
Total gross new accounts	52,104	51,114	56,601	1.9 %	(7.9)%
Net new brokerage accounts	9,305	17,833	17,849	N.M.	N.M.
Net new stock plan accounts	4,664	(14,853)	(11,297)	N.M.	N.M.
Net new banking accounts	(3,219)	(1,833)	(4,769)	N.M.	N.M.
Net new accounts	10,750	1,147	1,783	N.M.	N.M.
End of period brokerage accounts	2,838,311	2,829,006	2,752,672	0.3 %	3.1 %
End of period stock plan accounts	1,086,067	1,081,403	1,056,808	0.4 %	2.8 %
End of period banking accounts	452,854	456,073	493,899	(0.7)%	(8.3)%
End of period total accounts	4,377,232	4,366,482	4,303,379	0.2 %	1.7 %
<b>Customer Assets (\$B)</b>					
Security holdings	\$ 138.1	\$ 138.3	\$ 133.8	(0.1)%	3.2 %
Customer payables (cash)	5.3	5.7	5.6	(7.0)%	(5.4)%
Customer cash balances held by third parties	3.7	3.7	3.4	0.0 %	8.8 %
Unexercised stock plan customer options (vested)	24.0	24.6	25.3	(2.4)%	(5.1)%
Customer assets in brokerage and stock plan accounts	171.1	172.3	168.1	(0.7)%	1.8 %
Sweep deposits	20.9	21.6	17.4	(3.2)%	20.1 %
Savings, transaction and other	7.7	8.0	8.6	(3.8)%	(10.5)%
Customer assets in banking accounts	28.6	29.6	26.0	(3.4)%	10.0 %
Total customer assets	\$ 199.7	\$ 201.9	\$ 194.1	(1.1)%	2.9 %
Net new brokerage assets (\$B) <sup>(1)</sup>	\$ 0.4	\$ 1.4	\$ 0.8	N.M.	N.M.
Net new banking assets (\$B) <sup>(1)</sup>	(0.2)	0.1	(0.2)	N.M.	N.M.
Net new customer assets (\$B) <sup>(1)</sup>	\$ 0.2	\$ 1.5	\$ 0.6	N.M.	N.M.
Brokerage related cash (\$B)	\$ 29.9	\$ 31.0	\$ 26.4	(3.5)%	13.3 %
Other customer cash and deposits (\$B)	7.7	8.0	8.6	(3.8)%	(10.5)%
Total customer cash and deposits (\$B)	\$ 37.6	\$ 39.0	\$ 35.0	(3.6)%	7.4 %
Customer net (purchase) / sell activity (\$B)	\$ (1.6)	\$ (1.0)	\$ 0.3	N.M.	N.M.

1) Net new customer assets are total inflows to all new and existing customer accounts less total outflows from all closed and existing customer accounts. The net new banking assets and net new brokerage assets metrics treat asset flows between E\*TRADE entities in the same manner as unrelated third party accounts.

Historical metrics and financials through April 2012 can be found on E\*TRADE Financial's investor relations website at <https://investor.etrade.com>.

### About E\*TRADE Financial

The E\*TRADE Financial family of companies provides financial services including online brokerage and related banking products and services to retail investors. Specific business segments include Trading and Investing and Balance Sheet Management. Securities products and services are offered by E\*TRADE Securities LLC (Member FINRA/SIPC). 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](http://www.etrade.com).

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