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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR MAY 2015**

NEW YORK, June 12, 2015 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for May 2015.

Daily Average Revenue Trades (“DARTs”) for May were 151,444, a four percent decrease from April and a three percent increase from the year-ago period. The Company added 27,865 gross new brokerage accounts in May, ending the month with approximately 3.2 million brokerage accounts — an increase of 7,141 from April.

Net new brokerage assets were \$1.0 billion in the month. During the month, customer security holdings increased by two percent, or \$3.7 billion, and brokerage-related cash increased by \$0.7 billion to \$42.0 billion. Bank-related cash and deposits increased by \$0.1 billion, ending the month at \$5.6 billion. Customers were net buyers of approximately \$0.2 billion in securities during the month.

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Monthly Activity Data

	May-15	Apr-15	May-14	% Chg. M/M	% Chg. Y/Y
Trading days	20.0	21.0	21.0	N.M.	N.M.
DARTs	151,444	157,442	147,661	(3.8)%	2.6 %
Gross new brokerage accounts	27,865	37,077	29,571	(24.8)%	(5.8)%
Gross new stock plan accounts	26,358	16,298	17,727	61.7 %	48.7 %
Gross new banking accounts	360	425	576	(15.3)%	(37.5)%
Total gross new accounts	54,583	53,800	47,874	1.5 %	14.0 %
Net new brokerage accounts ⁽¹⁾	7,141	8,315	13,590	N.M.	N.M.
Net new stock plan accounts	13,170	(1,759)	2,676	N.M.	N.M.
Net new banking accounts	(1,437)	(2,320)	(2,117)	N.M.	N.M.
Net new accounts	18,874	4,236	14,149	N.M.	N.M.
End of period brokerage accounts ⁽¹⁾	3,198,095	3,190,954	3,095,909	0.2 %	3.3 %
End of period stock plan accounts	1,284,879	1,271,709	1,233,767	1.0 %	4.1 %
End of period banking accounts	353,116	354,553	382,696	(0.4)%	(7.7)%
End of period total accounts	4,836,090	4,817,216	4,712,372	0.4 %	2.6 %
Customer Assets (\$B)					
Security holdings	\$ 220.6	\$ 216.9	\$ 191.8	1.7 %	15.0 %
Customer payables (cash)	6.6	6.6	6.5	0.0 %	1.5 %
Customer assets held by third parties ⁽²⁾	14.7	14.0	14.2	5.0 %	3.5 %
Sweep deposits	20.7	20.7	19.2	0.0 %	7.8 %
Brokerage customer assets	262.6	258.2	231.7	1.7 %	13.3 %
Unexercised stock plan customer holdings (vested)	39.8	38.3	34.3	3.9 %	16.0 %
Savings, checking and other banking customer assets	5.6	5.5	6.1	1.8 %	(8.2)%
Total customer assets	\$ 308.0	\$ 302.0	\$ 272.1	2.0 %	13.2 %
Net new brokerage assets (\$B) ⁽³⁾	\$ 1.0	\$ (0.4)	\$ 1.2	N.M.	N.M.
Net new banking assets (\$B) ⁽³⁾	-	(0.2)	(0.0)	N.M.	N.M.
Net new customer assets (\$B) ⁽³⁾	\$ 1.0	\$ (0.6)	\$ 1.2	N.M.	N.M.
Brokerage related cash (\$B)	\$ 42.0	\$ 41.3	\$ 39.9	1.7 %	5.3 %
Other customer cash and deposits (\$B)	5.6	5.5	6.1	1.8 %	(8.2)%
Total customer cash and deposits (\$B)	\$ 47.6	\$ 46.8	\$ 46.0	1.7 %	3.5 %
Customer net (buy) / sell activity (\$B)	\$ (0.2)	\$ 0.5	\$ 0.5	N.M.	N.M.

- (1) In May 2015, net new brokerage accounts and end of period accounts include the closure of approximately 5,000 accounts primarily attributable to the escheatment of unclaimed property.
- (2) Customer assets held by third parties are held outside E*TRADE Financial and include money market funds and sweep deposit accounts at unaffiliated financial institutions. Customer assets held by third parties are not reflected in the Company's consolidated balance sheet and are not immediately available for liquidity purposes. However, we maintain the ability to bring the majority of these customer assets back on the balance sheet with appropriate notification to the third parties.
- (3) 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 brokerage assets and net new banking assets metrics treat asset flows between E*TRADE entities in the same manner as unrelated third party accounts.

Historical metrics and financials can be found on E*TRADE Financial's corporate website at <https://about.etrade.com>.

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About E*TRADE Financial

E*TRADE Financial and its subsidiaries provide 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.

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