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**E\*TRADE FINANCIAL Media Relations Contact**

Pam Erickson  
E\*TRADE FINANCIAL Corporation  
617-296-6080  
pam.erickson@etrade.com

**E\*TRADE FINANCIAL Investor Relations Contact**

Adam Townsend  
E\*TRADE FINANCIAL Corporation  
703-236-8719  
adam.townsend@etrade.com

**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR OCTOBER 2007**

**New York, November 12, 2007** – E\*TRADE FINANCIAL Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for October. The Company's total retail client assets increased 4.0 percent sequentially to \$226.7 billion. End of period margin debt balances increased 4.8 percent to \$8.0 billion, with average margin debt balances increasing 1.0 percent to \$7.8 billion. Total Daily Average Revenue Trades ("DARTs") increased 22.9 percent sequentially to 227,344. Gross new retail accounts for the month totaled 105,601 resulting in total end of period retail accounts of 4,742,304.

"We continue to see momentum with new and existing customers," said R. Jarrett Lilien, President and Chief Operating Officer, E\*TRADE FINANCIAL Corporation. "E\*TRADE's value proposition continues to resonate with customers in these very challenging times, and the result is that solid customer growth and engagement continues."

(more)

## Monthly Activity Data

	Oct-07	Sep-07	Oct-07 vs. Sep-07	Qtr Ended 9/30/07	Oct-07 vs. Qtr Ended 9/30/07
Trading days	23.0	19.0	N.M.	62.5	N.M.
<u>DARTs</u>					
US	191,816	152,105	26.1 %	161,459	18.8 %
International	35,528	32,896	8.0 %	32,926	7.9 %
Total DARTs	227,344	185,001	22.9 %	194,385	17.0 %
<u>Market Making</u>					
Equity shares traded (MM)	14,514	13,949	4.1 %	46,389	N.M.
Average revenue capture per 1,000 equity shares	\$0.584	\$0.435	34.3 %	\$0.415	40.7 %
<u>Gross New Retail Accounts</u>					
Investing/trading accounts	69,575	48,523	N.M.	172,460	N.M.
Deposit/lending accounts	36,026	40,640	N.M.	114,182	N.M.
Total gross new retail accounts	105,601	89,163	N.M.	286,642	N.M.
<u>End of Period Retail Accounts</u>					
Investing/trading accounts	3,677,069	3,662,583	0.4 %	3,662,583	0.4 %
Deposit/lending accounts	1,065,235	1,046,812	1.8 %	1,046,812	1.8 %
Total end of period retail accounts	4,742,304	4,709,395	0.7 %	4,709,395	0.7 %
End of period margin debt (\$MM)	\$7,996	\$7,630	4.8 %	\$7,630	4.8 %
Average margin debt (\$MM)	\$7,813	\$7,736	1.0 %	\$7,708	1.4 %
<u>Retail Client Assets (\$MM)</u>					
Client assets in investing/trading accounts	\$197,638	\$189,463	4.3 %	\$189,463	4.3 %
Client assets in deposit accounts	29,066	28,570	1.7 %	28,570	1.7 %
Total retail client assets	\$226,704	\$218,033	4.0 %	\$218,033	4.0 %

Historical monthly metrics data from January 2003 to October 2007 can be found on the E\*TRADE FINANCIAL investor relations site at <https://investor.etrade.com>.

### About E\*TRADE FINANCIAL

The E\*TRADE FINANCIAL family of companies provides financial services including trading, investing, banking and lending for retail and institutional customers. Securities products and services are offered by E\*TRADE Securities LLC (Member FINRA/SIPC). Bank and lending products and services are offered by E\*TRADE Bank, a Federal savings bank, Member FDIC, or its subsidiaries.

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