

## FOR IMMEDIATE RELEASE

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## **E\*TRADE FINANCIAL CORPORATION REPORTS MONTHLY ACTIVITY FOR FEBRUARY 2007**

**New York, March 14, 2007** – E\*TRADE FINANCIAL Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for February. The Company's total retail client assets decreased 0.3 percent sequentially, totaling \$197.7 billion. End of period margin debt balances increased 0.2 percent sequentially to \$6.9 billion, with average margin debt balances decreasing 0.1 percent to just over \$6.8 billion. Total Daily Average Revenue Trades ("DARTs") increased 3.2 percent sequentially to 180,038. Gross new retail accounts for the month totaled 112,901, with an increase in net new accounts of 47,054 – the highest level of organic growth in at least four years.

### **Monthly Activity Data**

	<u>Feb-07</u>	<u>Jan-07</u>	<u>Feb-07 vs. Jan-07</u>	<u>Q107 QTD <sup>(1)</sup></u>	<u>Qtr Ended 12/31/06</u>	<u>Q107 QTD <sup>(1)</sup> vs. Qtr Ended 12/31/06</u>
Trading days	19.0	20.0	N.M.	39.0	62.5	N.M.
<u>DARTs</u>						
US	148,887	146,779	1.4 %	147,806	132,716	11.4 %
International	31,151	27,750	12.3 %	29,407	22,910	28.4 %
Total DARTs	180,038	174,529	3.2 %	177,213	155,626	13.9 %
<u>Market Making</u>						
Equity shares traded (MM)	16,435	13,897	18.3 %	30,332	41,645	N.M.
Average revenue capture per 1,000 equity shares	\$0.535	\$0.547	(2.2)%	\$0.540	\$0.551	(2.0)%
<u>Gross New Retail Accounts</u>						
Investing/trading accounts	54,920	63,389	N.M.	118,309	159,145	N.M.
Deposit/lending accounts	57,981	59,972	N.M.	117,953	112,456	N.M.
Total gross new retail accounts	112,901	123,361	N.M.	236,262	271,601	N.M.
<u>End of Period Retail Accounts</u>						
Investing/trading accounts	3,613,298	3,600,639	0.4 %	3,613,298	3,606,582	0.2 %
Deposit/lending accounts	889,772	855,377	4.0 %	889,772	821,088	8.4 %
Total end of period retail accounts	4,503,070	4,456,016	1.1 %	4,503,070	4,427,670	1.7 %
End of period margin debt (\$MM)	\$6,925	\$6,912	0.2 %	\$6,925	\$7,003	(1.1)%
Average margin debt (\$MM)	\$6,847	\$6,855	(0.1)%	\$6,851	\$6,722	1.9 %
<u>Retail Client Assets (\$MM)</u>						
Client assets in investing/trading accounts	\$172,597	\$174,130	(0.9)%	\$172,597	\$171,320	0.7 %
Client assets in deposit accounts	25,146	24,187	4.0 %	25,146	23,587	6.6 %
Total retail client assets	\$197,743	\$198,317	(0.3)%	\$197,743	\$194,907	1.5 %

<sup>(1)</sup> Q107 quarter-to-date ("QTD") includes results for the two months ended February 28, 2007.

Historical monthly metric data from January 2003 to February 2007 can be found on the E\*TRADE FINANCIAL investor relations site at [www.etrade.com](http://www.etrade.com).

### **About E\*TRADE FINANCIAL**

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