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**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR AUGUST 2015**

**NEW YORK, September 15, 2015** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for August 2015.

Daily Average Revenue Trades (“DARTs”) for August were 179,908, including a record trading day for the Company on August 24 with over 394,000 trades. August DARTs represented a 21 percent increase from July and a 23 percent increase from the year-ago period. The Company added 37,750 gross new brokerage accounts in August, and ended the month with approximately 3.2 million brokerage accounts — an increase of 14,038 from July.

Net new brokerage assets were \$1.4 billion in the month. During the month, customer security holdings decreased by six percent, or \$11.9 billion, and brokerage-related cash decreased by \$0.3 billion to \$40.9 billion. Bank-related cash and deposits decreased by \$0.1 billion, ending the month at \$5.4 billion. Customers were net buyers of approximately \$1.3 billion in securities during the month.

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## Monthly Activity Data

	Aug-15	Jul-15	Aug-14	% Chg. M/M	% Chg. Y/Y
Trading days	21.0	22.0	21.0	N.M.	N.M.
DARTs	179,908	149,283	146,165	20.5 %	23.1 %
Gross new brokerage accounts	37,750	29,623	30,879	27.4 %	22.3 %
Gross new stock plan accounts	24,998	68,648	17,742	(63.6)%	40.9 %
Gross new banking accounts	407	391	678	4.1 %	(40.0)%
Total gross new accounts	63,155	98,662	49,299	(36.0)%	28.1 %
Net new brokerage accounts <sup>(1)</sup>	14,038	(11,877)	13,377	N.M.	N.M.
Net new stock plan accounts	9,532	52,045	5,977	N.M.	N.M.
Net new banking accounts	(2,055)	(2,107)	(1,732)	N.M.	N.M.
Net new accounts	21,515	38,061	17,622	N.M.	N.M.
End of period brokerage accounts <sup>(1)</sup>	3,203,487	3,189,449	3,119,914	0.4 %	2.7 %
End of period stock plan accounts	1,355,534	1,346,002	1,261,875	0.7 %	7.4 %
End of period banking accounts	346,791	348,846	375,136	(0.6)%	(7.6)%
End of period total accounts	4,905,812	4,884,297	4,756,925	0.4 %	3.1 %
<b>Customer Assets (\$B)</b>					
Security holdings	\$ 203.8	\$ 215.7	\$ 204.4	(5.5)%	(0.3)%
Customer payables (cash)	6.0	6.5	6.9	(7.7)%	(13.0)%
Customer assets held by third parties <sup>(2)</sup>	14.7	14.6	14.8	0.7 %	(0.7)%
Sweep deposits	20.2	20.1	19.3	0.5 %	4.7 %
Brokerage customer assets	244.7	256.9	245.4	(4.7)%	(0.3)%
Unexercised stock plan customer holdings (vested)	37.1	42.5	38.6	(12.7)%	(3.9)%
Savings, checking and other banking customer assets	5.4	5.5	5.9	(1.8)%	(8.5)%
Total customer assets	\$ 287.2	\$ 304.9	\$ 289.9	(5.8)%	(0.9)%
Net new brokerage assets (\$B) <sup>(3)</sup>	\$ 1.4	\$ 0.2	\$ 0.9	N.M.	N.M.
Net new banking assets (\$B) <sup>(3)</sup>	(0.1)	(0.0)	(0.0)	N.M.	N.M.
Net new customer assets (\$B) <sup>(3)</sup>	\$ 1.3	\$ 0.2	\$ 0.9	N.M.	N.M.
Brokerage related cash (\$B)	\$ 40.9	\$ 41.2	\$ 41.0	(0.7)%	(0.2)%
Other customer cash and deposits (\$B)	5.4	5.5	5.9	(1.8)%	(8.5)%
Total customer cash and deposits (\$B)	\$ 46.3	\$ 46.7	\$ 46.9	(0.9)%	(1.3)%
Customer net (buy) / sell activity (\$B)	\$ (1.3)	\$ (1.1)	\$ 0.4	N.M.	N.M.

- (1) Net new brokerage accounts include the closure of 14,604 accounts in July 2015 related to the shutdown of the Company's global trading platform.
- (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](http://www.etrade.com).

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