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**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR OCTOBER 2009**

**New York, November 18, 2009** – E\*TRADE FINANCIAL Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for October. The Company ended the month with brokerage accounts of more than 2.7 million, including gross new brokerage accounts of 30,348 and net new brokerage accounts of 3,360. Total accounts ended the month at more than 4.5 million. Total Daily Average Revenue Trades (“DARTs”) for October were 194,662 – a decrease of 5 percent from September and 22 percent from the year ago period. Year-to-date through October, DARTs are up 9 percent from the same period last year.

Customer security holdings declined by \$5 billion in October and brokerage-related cash remained essentially flat, while bank-related cash and deposits declined by \$0.5 billion, as the Company continued to execute its ongoing strategy to reduce bank-related deposits. Net brokerage assets grew by \$0.6 billion<sup>(1)</sup> in the month; however, this growth was offset by the planned outflow of bank-related deposits. Customers were net buyers of approximately \$0.9 billion in securities in October.

(more)

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<sup>1</sup> \$0.6 billion of net brokerage asset growth in October includes approximately \$0.1 billion of inter-company asset flows.

## Monthly Activity Data

	<u>Oct-09</u>	<u>Sep-09</u>	<u>Oct-08</u>	<u>% Chg. M/M</u>	<u>% Chg. Y/Y</u>
Trading days	22.0	21.0	23.0	N.M.	N.M.
Daily Average Revenue Trades	194,662	205,526	248,817	(5.3)%	(21.8)%
Gross new brokerage accounts	30,348	31,345	96,422	(3.2)%	(68.5)%
Gross new stock plan accounts	19,411	10,562	13,981	83.8 %	38.8 %
Gross new banking accounts	2,648	2,853	21,072	(7.2)%	(87.4)%
Total gross new accounts	<u>52,407</u>	<u>44,760</u>	<u>131,475</u>	17.1 %	(60.1)%
Net new brokerage accounts	3,360	(4,303)	57,130	N.M.	N.M.
Net new stock plan accounts	7,216	3,190	(2,962)	N.M.	N.M.
Net new banking accounts	(13,145)	(11,173)	3,023	N.M.	N.M.
Net new accounts	<u>(2,569)</u>	<u>(12,286)</u>	<u>57,191</u>	N.M.	N.M.
End of period brokerage accounts	2,732,497	2,729,137	2,577,232	0.1 %	6.0 %
End of period stock plan accounts	1,025,231	1,018,015	1,017,100	0.7 %	0.8 %
End of period banking accounts	745,910	759,055	814,195	(1.7)%	(8.4)%
End of period total accounts	<u>4,503,638</u>	<u>4,506,207</u>	<u>4,408,527</u>	(0.1)%	2.2 %
<u>Customer Assets (\$MM)</u>					
Security holdings	\$ 109,026	\$ 114,229	\$ 87,548	(4.6)%	24.5 %
Brokerage related cash	20,259	20,295	16,444	(0.2)%	23.2 %
Other customer cash and deposits	13,620	14,166	15,386	(3.9)%	(11.5)%
Total customer assets	<u>\$ 142,905</u>	<u>\$ 148,690</u>	<u>\$ 119,378</u>	(3.9)%	19.7 %
Net new customer assets (\$B)	\$ 0.0	\$ (0.2)	\$ 1.6	N.M.	N.M.

Historical Monthly Activity Data from January 2006 to October 2009 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 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.

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