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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR AUGUST 2007**

New York, September 19, 2007 – E*TRADE FINANCIAL Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for August. The Company's total retail client assets increased 0.7 percent sequentially to \$210.1 billion. End of period margin debt balances remained flat sequentially at \$7.9 billion, with average margin debt balances increasing 3.1 percent to \$7.8 billion. Total Daily Average Revenue Trades ("DARTs") decreased 0.7 percent sequentially to 197,861. Gross new retail accounts for the month totaled 96,692 resulting in total end of period retail accounts of 4,689,769.

"This has been a very strong summer, with solid customer growth and engagement, showing that our value proposition continues to resonate," said R. Jarrett Lilien, President and Chief Operating Officer, E*TRADE FINANCIAL Corporation. "Our customers have also demonstrated agility in this volatile market, with in excess of \$2 billion of net buying in the equity markets during the first two months of the quarter."

(more)

Monthly Activity Data

	Aug-07	Jul-07	Aug-07 vs. Jul-07	Q307 QTD ⁽¹⁾	Qtr Ended 6/30/07	Q307 QTD ⁽¹⁾ vs. Qtr Ended 6/30/07
Trading days	23.0	20.5	N.M.	43.5	63.0	N.M.
DARTs						
US	163,484	167,858	(2.6)%	165,545	141,606	16.9 %
International	34,377	31,326	9.7 %	32,939	27,516	19.7 %
Total DARTs	197,861	199,184	(0.7)%	198,484	169,122	17.4 %
Market Making						
Equity shares traded (MM)	14,977	17,463	(14.2)%	32,440	59,988	N.M.
Average revenue capture per 1,000 equity shares	\$0.443	\$0.376	17.8 %	\$0.407	\$0.433	(6.0)%
Gross New Retail Accounts						
Investing/trading accounts	62,919	61,018	N.M.	123,937	198,538	N.M.
Deposit/lending accounts	33,773	39,769	N.M.	73,542	125,179	N.M.
Total gross new retail accounts	96,692	100,787	N.M.	197,479	323,717	N.M.
End of Period Retail Accounts						
Investing/trading accounts	3,668,760	3,651,196	0.5 %	3,668,760	3,653,413	0.4 %
Deposit/lending accounts	1,021,009	1,007,032	1.4 %	1,021,009	993,807	2.7 %
Total end of period retail accounts	4,689,769	4,658,228	0.7 %	4,689,769	4,647,220	0.9 %
End of period margin debt (\$MM)	\$7,928	\$7,933	(0.1)%	\$7,928	\$7,519	5.4 %
Average margin debt (\$MM)	\$7,813	\$7,577	3.1 %	\$7,695	\$7,125	8.0 %
Retail Client Assets (\$MM)						
Client assets in investing/trading accounts	\$182,407	\$181,051	0.7 %	\$182,407	\$185,473	(1.7)%
Client assets in deposit accounts	27,717	27,700	0.1 %	27,717	27,364	1.3 %
Total retail client assets	\$210,124	\$208,751	0.7 %	\$210,124	\$212,837	(1.3)%

⁽¹⁾ Q307 quarter-to-date ("QTD") includes results for the two months ended August 31, 2007.

Historical monthly metrics data from January 2003 to August 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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