

**FOR IMMEDIATE RELEASE**

**E\*TRADE FINANCIAL Media Contact**

Pam Erickson  
E\*TRADE FINANCIAL Corporation  
916-858-8835  
mediainq@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 2004**

- *Retail DARTs increased 21.0 percent from September, Professional DARTs increased 34.7 percent and Total DARTs increased 25.8 percent*
- *Month-end margin debt balances decreased 1.0 percent, or by \$21 million, to \$2.02 billion*
- *Total assets and deposits in customer accounts increased 6.3 percent to \$88.6 billion*
- *Gross new accounts totaled 78,109*

**New York, November 15, 2004** – E\*TRADE FINANCIAL Corporation (NYSE: ET) today released its Monthly Activity Report for October. The Company reported monthly Retail Daily Average Revenue Trades (DARTs) of 77,100 and Professional DARTs of 46,000 for Total DARTs of 123,100 – the highest level since April 2004. Margin debt balances decreased 1.0 percent sequentially to \$2.02 billion at month end.

“Our integrated financial products position us to capitalize on both increased trading volumes and growth in customer cash balances driven by improving investor confidence,” said R. Jarrett Lilien, President and Chief Operating Officer of E\*TRADE FINANCIAL. “Inflows into existing customer accounts so far in the fourth quarter through the first week of November have generated organic growth in our Sweep Deposit Account of nearly \$230 million out of approximately \$728 million since inception just over a year ago, leading to total SDA balances of over \$5.8 billion.”

**Monthly Activity Data**

	Oct-04	Sep-04	Oct-04 vs. Sep-04	Qtr Ended 9/30/04	Oct-04 vs. Qtr Ended 9/30/04
Trading days	21.0	21.0	N.M.	64.0	N.M.
<u>Daily Average Revenue Trades (DARTs)</u>					
Retail	77,117	63,710	21.0 %	62,771	22.9 %
US	64,856	53,077	22.2 %	53,050	22.3 %
International	12,261	10,633	15.3 %	9,721	26.1 %
Professional	45,995	34,144	34.7 %	34,633	32.8 %
Total DARTs	123,112	97,854	25.8 %	97,404	26.4 %
<u>Market Making</u>					
Equity shares traded (MM)	30,871	17,784	73.6 %	65,037	N.M.
<u>Gross New Accounts</u>					
Brokerage	58,466	25,583	N.M.	105,870	N.M.
Banking	19,643	14,284	N.M.	60,998	N.M.
Total gross new accounts	78,109	39,867	N.M.	166,868	N.M.
<u>Active Accounts</u>					
Brokerage	2,921,776	2,895,106	0.9 %	2,895,106	0.9 %
Banking	637,540	632,328	0.8 %	632,328	0.8 %
Total active accounts end of period	3,559,316	3,527,434	0.9 %	3,527,434	0.9 %
End of period margin debt (\$MM)	\$2,021	\$2,042	(1.0)%	\$2,042	(1.0)%
<u>Total Assets / Deposits (\$MM)</u>					
Total client assets in investing accounts	\$76,590	\$71,399	7.3 %	\$71,399	7.3 %
Total deposits in banking accounts	\$12,052	\$12,027	0.2 %	\$12,027	0.2 %
Total assets / deposits in customer accounts	\$88,642	\$83,426	6.3 %	\$83,426	6.3 %
<u>Loan Originations (\$MM)</u>					
Direct mortgage originations	\$238	\$243	(2.2)%	\$646	N.M.
Consumer loan originations, incl. HELOCs	\$189	\$164	15.2 %	\$563	N.M.

Historical monthly metric data from January 2003 to October 2004 can be found on the E\*TRADE FINANCIAL investor relations site at [www.etrade.com](http://www.etrade.com).

**About E\*TRADE FINANCIAL**

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

# # #

**Important Notice**

E\*TRADE FINANCIAL and the E\*TRADE FINANCIAL logo is a registered trademark or trademark of E\*TRADE FINANCIAL Corporation. The statements contained in this news release that are forward-looking are based on current expectations that are subject to a number of uncertainties and risks, and actual results may differ materially. The uncertainties and risks include, but are not limited to, changes in market activity, anticipated increases in the rate of new customer acquisition, the conversion of new visitors to the site to customers, seasonality, the development of new products and services, the enhancement of existing products and services, competitive pressures (including price competition), system failures, economic and political conditions, changes in consumer behavior and the introduction of competing products having technological and/or other advantages. Further information about these risks and uncertainties can be found in the information included in the annual reports previously filed by E\*TRADE Group, Inc. or E\*TRADE FINANCIAL Corporation with the SEC on Form 10-K (including information under the caption "Risk Factors") and quarterly reports on Form 10-Q.

© 2004 E\*TRADE FINANCIAL Corp. All rights reserved.