

## 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

|   | Feb-07    | Jan-07    | Feb-07<br>vs.<br>Jan-07 | Q107 QTD <sup>(1)</sup> | Qtr Ended<br>12/31/06 | Q107 QTD <sup>(1)</sup><br>vs.<br>Qtr Ended<br>12/31/06 |
|---|-----------|-----------|-------------------------|-------------------------|-----------------------|---|
| 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).

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