

**FOR IMMEDIATE RELEASE**

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**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR APRIL 2010**

**New York, May 19, 2010** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for April 2010.

Daily Average Revenue Trades (“DARTs”) for April were 181,556, a 17 percent increase from March and a 14 percent decrease from the year ago period. The Company ended the month with more than 2.6 million brokerage accounts – including gross new brokerage accounts of 45,744 and net new brokerage accounts of 17,627 during the month. Total accounts ended the month at approximately 4.3 million.

Net new brokerage assets were positive \$0.7 billion in the month, totaling \$2.9 billion year-to-date. During the month, customer security holdings increased by four percent, or \$4.0 billion, and brokerage-related cash declined by \$0.3 billion to \$21.5 billion, as customers were net buyers of approximately \$1.3 billion in securities in April. Bank-related cash and deposits declined by \$0.4 billion in the month.

(more)

## Monthly Activity Data

	Apr-10	Mar-10 <sup>(1)</sup>	Apr-09 <sup>(1)</sup>	% Chg. M/M	% Chg. Y/Y
Trading days	21.0	23.0	21.0	N.M.	N.M.
DARTs	181,556	154,853	210,810	17.2 %	(13.9)%
Gross new brokerage accounts	45,744	42,049	53,883	8.8 %	(15.1)%
Gross new stock plan accounts	13,108	15,106	12,213	(13.2)%	7.3 %
Gross new banking accounts	2,296	2,609	7,411	(12.0)%	(69.0)%
Total gross new accounts	61,148	59,764	73,507	2.3 %	(16.8)%
Net new brokerage accounts	17,627	(3,471)	31,524	N.M.	N.M.
Net new stock plan accounts	158	3,429	3,520	N.M.	N.M.
Net new banking accounts	(11,326)	(94,831)	(6,677)	N.M.	N.M.
Net new accounts	6,459	(94,873)	28,367	N.M.	N.M.
End of period brokerage accounts	2,649,604	2,631,977	2,606,719	0.7 %	1.6 %
End of period stock plan accounts	1,026,361	1,026,203	1,006,382	0.0 %	2.0 %
End of period banking accounts	589,274	600,600	819,122	(1.9)%	(28.1)%
End of period total accounts	4,265,239	4,258,780	4,432,223	0.2 %	(3.8)%
<b>Customer Assets (\$B)</b>					
Security holdings	\$ 110.9	\$ 106.9	\$ 74.0	3.7 %	49.9 %
Customer payables (cash)	5.1	5.2	4.1	(1.9)%	24.4 %
Customer cash balances held by third parties	3.1	3.2	2.7	(3.1)%	14.8 %
Unexercised stock plan customer options (vested)	19.3	19.0	11.4	1.6 %	69.3 %
Customer assets in brokerage and stock plan accounts	138.4	134.3	92.2	3.1 %	50.1 %
Sweep deposit accounts	13.3	13.4	10.7	(0.7)%	24.3 %
Savings and transaction accounts	9.7	10.0	14.7	(3.0)%	(34.0)%
CDs	1.0	1.1	2.0	(9.1)%	(50.0)%
Customer assets in banking accounts	24.0	24.5	27.4	(2.0)%	(12.4)%
Total customer assets	\$ 162.4	\$ 158.8	\$ 119.6	2.3 %	35.8 %
Net new brokerage assets (\$B) <sup>(2)</sup>	\$ 0.7	\$ 1.0	\$ 0.9	N.M.	N.M.
Net new banking assets (\$B) <sup>(2)</sup>	(0.5)	(1.0)	(0.5)	N.M.	N.M.
Net new customer assets (\$B) <sup>(2)</sup>	\$ 0.2	\$ (0.0)	\$ 0.4	N.M.	N.M.
Brokerage related cash (\$B)	\$ 21.5	\$ 21.8	\$ 17.5	(1.4)%	22.9 %
Other customer cash and deposits (\$B)	10.7	11.1	16.7	(3.6)%	(35.9)%
Total customer cash and deposits (\$B)	\$ 32.2	\$ 32.9	\$ 34.2	(2.1)%	(5.8)%

(1) All periods presented have been updated to exclude international local activity.

(2) 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 banking assets and net new brokerage assets metrics treat asset flows between E\*TRADE entities in the same manner as unrelated third party accounts.

Historical metrics and financials through April 2010 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. ETFC-G

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