

**FOR IMMEDIATE RELEASE**

**E\*TRADE Financial Media Relations Contact**

Susan Hickey  
646-521-4675  
[susan.hickey@etrade.com](mailto:susan.hickey@etrade.com)

**E\*TRADE Financial Investor Relations Contact**

Brett Goodman  
646-521-4406  
[brett.goodman@etrade.com](mailto:brett.goodman@etrade.com)

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

**New York, August 18, 2010** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for July 2010.

Daily Average Revenue Trades (“DARTs”) for July were 129,147, a five percent decrease from June and a 20 percent decrease from the year-ago period. The Company ended the month with nearly 2.7 million brokerage accounts – including gross new brokerage accounts of 24,034 and net new brokerage accounts of 4,536 during the month. Total accounts ended the month at approximately 4.2 million.

Net new brokerage assets were positive \$0.5 billion in the month, totaling \$4.8 billion year-to-date. During the month, customer security holdings increased by six percent, or \$6.3 billion, and brokerage-related cash increased by \$0.5 billion to \$21.2 billion, with customers as net sellers of approximately \$0.3 billion in securities in July. Bank-related cash and deposits declined by \$0.2 billion in the month.

(more)

## Monthly Activity Data

	Jul-10	Jun-10	Jul-09 <sup>(1)</sup>	% Chg. M/M	% Chg. Y/Y
Trading days	21.0	22.0	22.0	N.M.	N.M.
DARTs	129,147	136,074	161,589	(5.1)%	(20.1)%
Gross new brokerage accounts	24,034	26,951	28,854	(10.8)%	(16.7)%
Gross new stock plan accounts	16,610	10,346	12,496	60.5 %	32.9 %
Gross new banking accounts	1,544	1,697	3,406	(9.0)%	(54.7)%
Total gross new accounts	42,188	38,994	44,756	8.2 %	(5.7)%
Net new brokerage accounts	4,536	(5,159)	7,005	N.M.	N.M.
Net new stock plan accounts	(1,000)	(421)	(9,696)	N.M.	N.M.
Net new banking accounts	(10,422)	(12,831)	(12,052)	N.M.	N.M.
Net new accounts	(6,886)	(18,411)	(14,743)	N.M.	N.M.
End of period brokerage accounts	2,654,036	2,649,500	2,633,798	0.2 %	0.8 %
End of period stock plan accounts	1,029,647	1,030,647	1,010,280	(0.1)%	1.9 %
End of period banking accounts	554,966	565,388	782,070	(1.8)%	(29.0)%
End of period total accounts	4,238,649	4,245,535	4,426,148	(0.2)%	(4.2)%
<b>Customer Assets (\$B)</b>					
Security holdings	\$ 105.1	\$ 98.8	\$ 86.9	6.4 %	20.9 %
Customer payables (cash)	4.2	4.0	4.5	5.0 %	(6.7)%
Customer cash balances held by third parties	3.0	2.9	2.9	3.4 %	3.4 %
Unexercised stock plan customer options (vested)	16.1	14.4	15.0	11.8 %	7.3 %
Customer assets in brokerage and stock plan accounts	128.4	120.1	109.3	6.9 %	17.5 %
Sweep deposit accounts	14.0	13.8	11.3	1.4 %	23.9 %
Savings and transaction accounts	9.0	9.1	13.4	(1.1)%	(32.8)%
CDs	0.7	0.8	1.7	(12.5)%	(58.8)%
Customer assets in banking accounts	23.7	23.7	26.4	0.0 %	(10.2)%
Total customer assets	\$ 152.1	\$ 143.8	\$ 135.7	5.8 %	12.1 %
Net new brokerage assets (\$B) <sup>(2)</sup>	\$ 0.5	\$ 0.4	\$ 0.3	N.M.	N.M.
Net new banking assets (\$B) <sup>(2)</sup>	(0.2)	(0.4)	(0.4)	N.M.	N.M.
Net new customer assets (\$B) <sup>(2)</sup>	\$ 0.3	\$ -	\$ (0.1)	N.M.	N.M.
Brokerage related cash (\$B)	\$ 21.2	\$ 20.7	\$ 18.7	2.4 %	13.4 %
Other customer cash and deposits (\$B)	9.7	9.9	15.1	(2.0)%	(35.8)%
Total customer cash and deposits (\$B)	\$ 30.9	\$ 30.6	\$ 33.8	1.0 %	(8.6)%

<sup>(1)</sup> All periods presented have been updated to exclude international local activity.

<sup>(2)</sup> 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 July 2010 can be found on the E\*TRADE Financial investor relations website 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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