

**FOR IMMEDIATE RELEASE**

**E\*TRADE Financial Media Relations**

Robert Horton  
646-521-4418  
[mediainq@etrade.com](mailto:mediainq@etrade.com)

**E\*TRADE Financial Investor Relations**

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

**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR JANUARY 2013**

**NEW YORK, February 12, 2013** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for January 2013.

Daily Average Revenue Trades (“DARTs”) for January were 153,580, an 18 percent increase from December and a six percent increase from the year-ago period. The Company added 31,286 gross new brokerage accounts in January, ending the month with approximately 2.9 million brokerage accounts – an increase of 9,127 from December. Total accounts ended the month at approximately 4.5 million.

Net new brokerage assets were positive \$1.0 billion in the month. During the month, customer security holdings increased by 3.7 percent, or \$5.1 billion, and brokerage-related cash increased by \$0.3 billion to \$34.2 billion, while customers were net buyers of approximately \$0.3 billion in securities. Bank-related cash and deposits decreased by \$0.2 billion, ending the month at \$6.9 billion.

(more)

## Monthly Activity Data

	Jan-13	Dec-12	Jan-12	% Chg. M/M	% Chg. Y/Y
Trading days	21.0	19.5	20.0	N.M.	N.M.
DARTs	153,580	129,756	145,390	18.4 %	5.6 %
Gross new brokerage accounts	31,286	31,608	30,298	(1.0)%	3.3 %
Gross new stock plan accounts	21,310	22,410	29,569	(4.9)%	(27.9)%
Gross new banking accounts	980	742	1,525	32.1 %	(35.7)%
Total gross new accounts	53,576	54,760	61,392	(2.2)%	(12.7)%
Net new brokerage accounts	9,127	8,131	10,041	N.M.	N.M.
Net new stock plan accounts	9,114	10,080	18,234	N.M.	N.M.
Net new banking accounts	(2,841)	(2,689)	(2,478)	N.M.	N.M.
Net new accounts	15,400	15,522	25,797	N.M.	N.M.
End of period brokerage accounts	2,912,318	2,903,191	2,793,053	0.3 %	4.3 %
End of period stock plan accounts	1,156,708	1,147,594	1,088,648	0.8 %	6.3 %
End of period banking accounts	426,431	429,272	461,090	(0.7)%	(7.5)%
End of period total accounts	4,495,457	4,480,057	4,342,791	0.3 %	3.5 %
<b>Customer Assets (\$B)</b>					
Security holdings	\$ 143.8	\$ 138.7	\$ 126.5	3.7 %	13.7 %
Customer payables (cash)	5.1	5.0	6.1	2.0 %	(16.4)%
Customer cash balances held by third parties <sup>(1)</sup>	9.3	7.6	3.6	22.4 %	158.3 %
Unexercised stock plan customer options (vested)	25.2	21.5	22.1	17.2 %	14.0 %
Customer assets in brokerage and stock plan accounts	183.4	172.8	158.3	6.1 %	15.9 %
Sweep deposits	19.8	21.3	19.3	(7.0)%	2.6 %
Savings, transaction and other	6.9	7.1	7.8	(2.8)%	(11.5)%
Customer assets in banking accounts	26.7	28.4	27.1	(6.0)%	(1.5)%
Total customer assets	\$ 210.1	\$ 201.2	\$ 185.4	4.4 %	13.3 %
Net new brokerage assets (\$B) <sup>(2)</sup>	\$ 1.0	\$ 1.2	\$ 0.7	N.M.	N.M.
Net new banking assets (\$B) <sup>(2)</sup>	(0.2)	0.0	(0.1)	N.M.	N.M.
Net new customer assets (\$B) <sup>(2)</sup>	\$ 0.8	\$ 1.2	\$ 0.6	N.M.	N.M.
Brokerage related cash (\$B)	\$ 34.2	\$ 33.9	\$ 29.0	0.9 %	17.9 %
Other customer cash and deposits (\$B)	6.9	7.1	7.8	(2.8)%	(11.5)%
Total customer cash and deposits (\$B)	\$ 41.1	\$ 41.0	\$ 36.8	0.2 %	11.7 %
Customer net (purchase) / sell activity (\$B)	\$ (0.3)	\$ 1.1	\$ 0.9	N.M.	N.M.

(1) Customer cash balances held by third parties are held outside E\*TRADE Financial and include money market funds and sweep deposit accounts at unaffiliated financial institutions.

(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 can be found on E\*TRADE Financial's 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. More information is available at [www.etrade.com](http://www.etrade.com).

# # #

### Important Notices

E\*TRADE Financial, E\*TRADE and the E\*TRADE logo are trademarks or registered trademarks of E\*TRADE Financial Corporation. ETFC-G

© 2013 E\*TRADE Financial Corporation. All rights reserved.