

FOR IMMEDIATE RELEASE

E*TRADE Financial Media Relations

Thayer Fox
646-521-4418
thayer.fox@etrade.com

E*TRADE Financial Investor Relations

Brett Goodman
646-521-4406
brett.goodman@etrade.com

**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR JANUARY 2014**

NEW YORK, February 19, 2014 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for January 2014.

Daily Average Revenue Trades (“DARTs”) for January were 195,652, a 26 percent increase from December and a 27 percent increase from the year-ago period. The Company added 41,367 gross new brokerage accounts in January, ending the month with approximately 3.0 million brokerage accounts – an increase of 18,858 from December.

Net new brokerage assets were \$1.0 billion in the month. During the month, customer security holdings decreased by one percent, or \$1.8 billion, and brokerage-related cash decreased by \$0.8 billion to \$38.9 billion. Bank-related cash and deposits decreased by \$0.1 billion, ending the month at \$6.3 billion. Customers were net buyers of approximately \$2.3 billion in securities during the month.

(more)

Monthly Activity Data

	Jan-14	Dec-13	Jan-13	% Chg. M/M	% Chg. Y/Y
Trading days	21.0	20.5	21.0	N.M.	N.M.
DARTs	195,652	155,764	153,580	25.6 %	27.4 %
Gross new brokerage accounts	41,367	29,085	31,286	42.2 %	32.2 %
Gross new stock plan accounts	20,776	20,530	21,310	1.2 %	(2.5)%
Gross new banking accounts	898	781	980	15.0 %	(8.4)%
Total gross new accounts	63,041	50,396	53,576	25.1 %	17.7 %
Net new brokerage accounts	18,858	7,117	9,127	N.M.	N.M.
Net new stock plan accounts	4,899	6,329	9,114	N.M.	N.M.
Net new banking accounts	(3,637)	(3,977)	(2,841)	N.M.	N.M.
Net new accounts	20,120	9,469	15,400	N.M.	N.M.
End of period brokerage accounts	3,016,917	2,998,059	2,912,318	0.6 %	3.6 %
End of period stock plan accounts	1,224,472	1,219,573	1,156,708	0.4 %	5.9 %
End of period banking accounts	392,501	396,138	426,431	(0.9)%	(8.0)%
End of period total accounts	4,633,890	4,613,770	4,495,457	0.4 %	3.1 %
Customer Assets (\$B)					
Security holdings	\$ 176.4	\$ 178.2	\$ 143.8	(1.0)%	22.7 %
Customer payables (cash)	6.1	6.3	5.1	(3.2)%	19.6 %
Customer assets held by third parties ⁽¹⁾	13.6	13.8	9.3	(1.4)%	46.2 %
Unexercised stock plan customer options (vested)	36.4	36.5	25.2	(0.3)%	44.4 %
Customer assets in brokerage and stock plan accounts	232.5	234.8	183.4	(1.0)%	26.8 %
Sweep deposits	19.2	19.6	19.8	(2.0)%	(3.0)%
Savings, transaction and other	6.3	6.4	6.9	(1.6)%	(8.7)%
Customer assets in banking accounts	25.5	26.0	26.7	(1.9)%	(4.5)%
Total customer assets	\$ 258.0	\$ 260.8	\$ 210.1	(1.1)%	22.8 %
Net new brokerage assets (\$B) ⁽²⁾	\$ 1.0	\$ 0.9	\$ 1.0	N.M.	N.M.
Net new banking assets (\$B) ⁽²⁾	(0.1)	(0.0)	(0.2)	N.M.	N.M.
Net new customer assets (\$B) ⁽²⁾	\$ 0.9	\$ 0.9	\$ 0.8	N.M.	N.M.
Brokerage related cash (\$B)	\$ 38.9	\$ 39.7	\$ 34.2	(2.0)%	13.7 %
Other customer cash and deposits (\$B)	6.3	6.4	6.9	(1.6)%	(8.7)%
Total customer cash and deposits (\$B)	\$ 45.2	\$ 46.1	\$ 41.1	(2.0)%	10.0 %
Customer net (purchase) / sell activity (\$B)	\$ (2.3)	\$ 0.2	\$ (0.3)	N.M.	N.M.

(1) Customer assets 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 corporate website at <https://about.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.

#

Important Notices

E*TRADE Financial, E*TRADE and the E*TRADE logo are trademarks or registered trademarks of E*TRADE Financial Corporation. ETFC-G
© 2014 E*TRADE Financial Corporation. All rights reserved.