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**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR MAY 2014**

**NEW YORK, June 13, 2014** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for May 2014.

Daily Average Revenue Trades (“DARTs”) for May were 147,661, a 14 percent decrease from April and a nine percent decrease from the year-ago period. The Company added 29,571 gross new brokerage accounts in May, ending the month with approximately 3.1 million brokerage accounts – an increase of 13,590 from April.

Net new brokerage assets were \$1.2 billion in the month. During the month, customer security holdings increased by 2.1 percent, or \$3.9 billion, and brokerage-related cash increased by \$1.1 billion to \$39.9 billion. Bank-related cash and deposits ended the month unchanged, at \$6.1 billion. Customers were net sellers of approximately \$0.5 billion in securities during the month.

(more)

## Monthly Activity Data

	May-14	Apr-14	May-13	% Chg. M/M	% Chg. Y/Y
Trading days	21.0	21.0	22.0	N.M.	N.M.
DARTs	147,661	171,271	162,940	(13.8)%	(9.4)%
Gross new brokerage accounts	29,571	40,263	32,157	(26.6)%	(8.0)%
Gross new stock plan accounts	17,727	16,861	20,270	5.1 %	(12.5)%
Gross new banking accounts	576	801	871	(28.1)%	(33.9)%
Total gross new accounts	47,874	57,925	53,298	(17.4)%	(10.2)%
Net new brokerage accounts	13,590	12,358	15,648	N.M.	N.M.
Net new stock plan accounts	2,676	2,696	8,858	N.M.	N.M.
Net new banking accounts	(2,117)	(2,735)	(2,084)	N.M.	N.M.
Net new accounts	14,149	12,319	22,422	N.M.	N.M.
End of period brokerage accounts	3,095,909	3,082,319	2,955,407	0.4 %	4.8 %
End of period stock plan accounts	1,233,767	1,231,091	1,181,453	0.2 %	4.4 %
End of period banking accounts	382,696	384,813	416,747	(0.6)%	(8.2)%
End of period total accounts	4,712,372	4,698,223	4,553,607	0.3 %	3.5 %
<b>Customer Assets (\$B)</b>					
Security holdings	\$ 191.8	\$ 187.9	\$ 154.2	2.1 %	24.4 %
Customer payables (cash)	6.5	5.9	5.5	10.2 %	18.2 %
Customer assets held by third parties <sup>(1)</sup>	14.2	13.9	11.5	2.2 %	23.5 %
Unexercised stock plan customer options (vested)	34.3	33.5	28.4	2.4 %	20.8 %
Customer assets in brokerage and stock plan accounts	246.8	241.2	199.6	2.3 %	23.6 %
Sweep deposits	19.2	19.0	19.1	1.1 %	0.5 %
Savings, transaction and other	6.1	6.1	6.7	0.0 %	(9.0)%
Customer assets in banking accounts	25.3	25.1	25.8	0.8 %	(1.9)%
Total customer assets	\$ 272.1	\$ 266.3	\$ 225.4	2.2 %	20.7 %
Net new brokerage assets (\$B) <sup>(2)</sup>	\$ 1.2	\$ (0.7)	\$ 1.0	N.M.	N.M.
Net new banking assets (\$B) <sup>(2)</sup>	(0.0)	(0.2)	(0.0)	N.M.	N.M.
Net new customer assets (\$B) <sup>(2)</sup>	\$ 1.2	\$ (0.9)	\$ 1.0	N.M.	N.M.
Brokerage related cash (\$B)	\$ 39.9	\$ 38.8	\$ 36.1	2.8 %	10.5 %
Other customer cash and deposits (\$B)	6.1	6.1	6.7	0.0 %	(9.0)%
Total customer cash and deposits (\$B)	\$ 46.0	\$ 44.9	\$ 42.8	2.4 %	7.5 %
Customer net (purchase) / sell activity (\$B)	\$ 0.5	\$ (0.7)	\$ 0.8	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

E\*TRADE Financial and its subsidiaries provide 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).

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