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**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR JANUARY 2015**

**NEW YORK, February 13, 2015** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for January 2015.

Daily Average Revenue Trades (“DARTs”) for January were 172,944, a five percent increase from December and a 12 percent decrease from the year-ago period. The Company added 30,990 gross new brokerage accounts in January, ending the month with approximately 3.2 million brokerage accounts — an increase of 7,034 from December.

Net new brokerage assets were \$0.6 billion in the month. During the month, customer security holdings decreased by 0.4 percent, or \$0.9 billion, and brokerage-related cash decreased by \$1.1 billion to \$40.0 billion. Bank-related cash and deposits decreased by \$0.1 billion, ending the month at \$5.7 billion. Customers were net buyers of approximately \$2.0 billion in securities during the month.

(more)

## Monthly Activity Data

	Jan-15	Dec-14	Jan-14	% Chg. M/M	% Chg. Y/Y
Trading days	20.0	21.5	21.0	N.M.	N.M.
DARTs	172,944	165,229	195,652	4.7 %	(11.6)%
Gross new brokerage accounts	30,990	34,965	41,367	(11.4)%	(25.1)%
Gross new stock plan accounts	28,201	23,802	20,776	18.5 %	35.7 %
Gross new banking accounts	344	435	898	(20.9)%	(61.7)%
Total gross new accounts	59,535	59,202	63,041	0.6 %	(5.6)%
Net new brokerage accounts	7,034	6,774	18,858	N.M.	N.M.
Net new stock plan accounts	9,772	(3,940)	4,899	N.M.	N.M.
Net new banking accounts	(1,563)	(6,137)	(3,637)	N.M.	N.M.
Net new accounts	15,243	(3,303)	20,120	N.M.	N.M.
End of period brokerage accounts	3,150,957	3,143,923	3,016,917	0.2 %	4.4 %
End of period stock plan accounts	1,273,556	1,263,784	1,224,472	0.8 %	4.0 %
End of period banking accounts	360,481	362,044	392,501	(0.4)%	(8.2)%
End of period total accounts	4,784,994	4,769,751	4,633,890	0.3 %	3.3 %
<b>Customer Assets (\$B)</b>					
Security holdings	\$ 203.8	\$ 204.7	\$ 176.4	(0.4)%	15.5 %
Customer payables (cash)	6.1	6.5	6.1	(6.2)%	0.0 %
Customer assets held by third parties <sup>(1)</sup>	15.2	15.5	13.6	(1.9)%	11.8 %
Unexercised stock plan customer holdings (vested)	37.2	38.7	36.4	(3.9)%	2.2 %
Customer assets in brokerage and stock plan accounts	262.3	265.4	232.5	(1.2)%	12.8 %
Sweep deposits	18.7	19.1	19.2	(2.1)%	(2.6)%
Savings, transaction and other	5.7	5.8	6.3	(1.7)%	(9.5)%
Customer assets in banking accounts	24.4	24.9	25.5	(2.0)%	(4.3)%
Total customer assets	\$ 286.7	\$ 290.3	\$ 258.0	(1.2)%	11.1 %
Net new brokerage assets (\$B) <sup>(2)</sup>	\$ 0.6	\$ 1.7	\$ 1.0	N.M.	N.M.
Net new banking assets (\$B) <sup>(2)</sup>	(0.1)	0.0	(0.1)	N.M.	N.M.
Net new customer assets (\$B) <sup>(2)</sup>	\$ 0.5	\$ 1.7	\$ 0.9	N.M.	N.M.
Brokerage related cash (\$B)	\$ 40.0	\$ 41.1	\$ 38.9	(2.7)%	2.8 %
Other customer cash and deposits (\$B)	5.7	5.8	6.3	(1.7)%	(9.5)%
Total customer cash and deposits (\$B)	\$ 45.7	\$ 46.9	\$ 45.2	(2.6)%	1.1 %
Customer net (buy) / sell activity (\$B)	\$ (2.0)	\$ (0.5)	\$ (2.3)	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 brokerage assets and net new banking 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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