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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR JULY 2015**

NEW YORK, August 14, 2015 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for July 2015.

Daily Average Revenue Trades (“DARTs”) for July were 149,283, a seven percent increase from June and a three percent decrease from the year-ago period. The Company added 29,623 gross new brokerage accounts in July, and ended the month with approximately 3.2 million brokerage accounts. Excluding closed accounts from the shutdown of the Company’s global trading platform, net new brokerage accounts were 2,727⁽¹⁾.

Net new brokerage assets were \$0.2 billion in the month. During the month, customer security holdings increased by 0.2 percent, or \$0.5 billion, and brokerage-related cash decreased by \$0.8 billion to \$41.2 billion. Bank-related cash and deposits ended the month unchanged at \$5.5 billion. Customers were net buyers of approximately \$1.1 billion in securities during the month.

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Monthly Activity Data

	Jul-15	Jun-15	Jul-14	% Chg. M/M	% Chg. Y/Y
Trading days	22.0	22.0	21.5	N.M.	N.M.
DARTs	149,283	140,003	153,671	6.6 %	(2.9)%
Gross new brokerage accounts	29,623	29,774	29,665	(0.5)%	(0.1)%
Gross new stock plan accounts	68,648	24,214	25,017	183.5 %	174.4 %
Gross new banking accounts	391	423	660	(7.6)%	(40.8)%
Total gross new accounts	98,662	54,411	55,342	81.3 %	78.3 %
Net new brokerage accounts ⁽¹⁾	(11,877)	3,231	3,571	N.M.	N.M.
Net new stock plan accounts	52,045	9,078	9,716	N.M.	N.M.
Net new banking accounts	(2,107)	(2,163)	(2,439)	N.M.	N.M.
Net new accounts	38,061	10,146	10,848	N.M.	N.M.
End of period brokerage accounts ⁽¹⁾	3,189,449	3,201,326	3,106,537	(0.4)%	2.7 %
End of period stock plan accounts	1,346,002	1,293,957	1,255,898	4.0 %	7.2 %
End of period banking accounts	348,846	350,953	376,868	(0.6)%	(7.4)%
End of period total accounts	4,884,297	4,846,236	4,739,303	0.8 %	3.1 %
Customer Assets (\$B)					
Security holdings	\$ 215.7	\$ 215.2	\$ 195.5	0.2 %	10.3 %
Customer payables (cash)	6.5	6.7	6.6	(3.0)%	(1.5)%
Customer assets held by third parties ⁽²⁾	14.6	14.6	14.3	0.0 %	2.1 %
Sweep deposits	20.1	20.7	19.1	(2.9)%	5.2 %
Brokerage customer assets	256.9	257.2	235.5	(0.1)%	9.1 %
Unexercised stock plan customer holdings (vested)	42.5	39.7	35.8	7.1 %	18.7 %
Savings, checking and other banking customer assets	5.5	5.5	5.9	0.0 %	(6.8)%
Total customer assets	\$ 304.9	\$ 302.4	\$ 277.2	0.8 %	10.0 %
Net new brokerage assets (\$B) ⁽³⁾	\$ 0.2	\$ 0.3	\$ 0.4	N.M.	N.M.
Net new banking assets (\$B) ⁽³⁾	(0.0)	(0.1)	(0.1)	N.M.	N.M.
Net new customer assets (\$B) ⁽³⁾	\$ 0.2	\$ 0.2	\$ 0.3	N.M.	N.M.
Brokerage related cash (\$B)	\$ 41.2	\$ 42.0	\$ 40.0	(1.9)%	3.0 %
Other customer cash and deposits (\$B)	5.5	5.5	5.9	0.0 %	(6.8)%
Total customer cash and deposits (\$B)	\$ 46.7	\$ 47.5	\$ 45.9	(1.7)%	1.7 %
Customer net (buy) / sell activity (\$B)	\$ (1.1)	\$ (0.6)	\$ (0.7)	N.M.	N.M.

- (1) Net new brokerage accounts include the closure of 14,604 accounts in July 2015 and 2,011 accounts in June 2015 related to the shutdown of the Company's global trading platform.
- (2) 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. Customer assets held by third parties are not reflected in the Company's consolidated balance sheet and are not immediately available for liquidity purposes. However, we maintain the ability to bring the majority of these customer assets back on the balance sheet with appropriate notification to the third parties.
- (3) 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>.

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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.

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