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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR AUGUST 2016**

NEW YORK, September 14, 2016 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for August 2016.

Daily Average Revenue Trades ("DARTs") for August were 143,831, a two percent decrease from July and a 20 percent decrease from the year-ago period. The Company added 31,481 gross new brokerage accounts in August and ended the month with approximately 3.3 million brokerage accounts—an increase of 7,308 from July.

Net new brokerage assets were \$0.9 billion in the month. During the month, customer security holdings increased by \$0.8 billion, and brokerage-related cash increased by \$1.2 billion to \$46.2 billion. Bank-related cash and deposits remained flat, ending the month at \$5.2 billion. Customers were net sellers of approximately \$0.4 billion in securities during the month.

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Monthly Activity Data

	Aug-16	Jul-16	Aug-15	% Chg. M/M	% Chg. Y/Y
Trading days	23.0	20.0	21.0	N.M.	N.M.
DARTs	143,831	147,100	179,908	(2.2)%	(20.1)%
Gross new brokerage accounts	31,481	22,899	37,750	37.5 %	(16.6)%
Gross new stock plan accounts	20,312	25,192	24,998	(19.4)%	(18.7)%
Gross new banking accounts	349	323	407	8.0 %	(14.3)%
Total gross new accounts	52,142	48,414	63,155	7.7 %	(17.4)%
Net new brokerage accounts	7,308	387	14,038	N.M.	N.M.
Net new stock plan accounts	3,412	12,095	9,532	N.M.	N.M.
Net new banking accounts	(1,880)	(1,194)	(2,055)	N.M.	N.M.
Net new accounts	8,840	11,288	21,515	N.M.	N.M.
End of period brokerage accounts	3,284,785	3,277,477	3,203,487	0.2 %	2.5 %
End of period stock plan accounts	1,458,560	1,455,148	1,355,534	0.2 %	7.6 %
End of period banking accounts	326,651	328,531	346,791	(0.6)%	(5.8)%
End of period total accounts	5,069,996	5,061,156	4,905,812	0.2 %	3.3 %
Customer Assets (\$B)					
Security holdings	\$ 217.5	\$ 216.7	\$ 203.8	0.4 %	6.7 %
Sweep deposits	26.7	27.5	20.2	(2.9)%	32.2 %
Customer assets held by third parties ⁽¹⁾	11.8	10.0	14.7	18.0 %	(19.7)%
Customer payables (cash)	7.7	7.5	6.0	2.7 %	28.3 %
Brokerage customer assets	263.7	261.7	244.7	0.8 %	7.8 %
Unexercised stock plan customer holdings (vested)	31.0	31.9	37.1	(2.8)%	(16.4)%
Savings, checking and other banking customer assets	5.2	5.2	5.4	0.0 %	(3.7)%
Total customer assets	\$ 299.9	\$ 298.8	\$ 287.2	0.4 %	4.4 %
Net new brokerage assets ⁽²⁾	\$ 0.9	\$ 0.3	\$ 1.4	N.M.	N.M.
Net new banking assets ⁽²⁾	—	—	(0.1)	N.M.	N.M.
Net new customer assets ⁽²⁾	\$ 0.9	\$ 0.3	\$ 1.3	N.M.	N.M.
Brokerage related cash	\$ 46.2	\$ 45.0	\$ 40.9	2.7 %	13.0 %
Other customer cash and deposits	5.2	5.2	5.4	0.0 %	(3.7)%
Total customer cash and deposits	\$ 51.4	\$ 50.2	\$ 46.3	2.4 %	11.0 %
Customer net (buy) / sell activity	\$ 0.4	\$ 2.0	\$ (1.3)	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>.

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About E*TRADE Financial

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