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

NEW YORK, June 13, 2016 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for May 2016.

Daily Average Revenue Trades ("DARTs") for May were 149,475, a six percent decrease from April and a one percent decrease from the year-ago period. The Company added 30,607 gross new brokerage accounts in May and ended the month with approximately 3.3 million brokerage accounts — an increase of 8,448 from April.

Net new brokerage assets were \$1.2 billion in the month. During the month, customer security holdings increased two percent, or \$3.5 billion, and brokerage-related cash increased by \$0.6 billion to \$43.2 billion. Bank-related cash and deposits remained flat, ending the month at \$5.3 billion. Customers were net buyers of approximately \$0.4 billion in securities during the month.

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Monthly Activity Data

	May-16	Apr-16	May-15	% Chg. M/M	% Chg. Y/Y
Trading days	21.0	21.0	20.0	N.M.	N.M.
DARTs	149,475	159,215	151,444	(6.1)%	(1.3)%
Gross new brokerage accounts	30,607	34,724	27,865	(11.9)%	9.8 %
Gross new stock plan accounts	19,953	25,202	26,358	(20.8)%	(24.3)%
Gross new banking accounts	453	337	360	34.4 %	25.8 %
Total gross new accounts	51,013	60,263	54,583	(15.3)%	(6.5)%
Net new brokerage accounts ⁽¹⁾	8,448	10,866	7,141	N.M.	N.M.
Net new stock plan accounts	(1,187)	11,822	13,170	N.M.	N.M.
Net new banking accounts	(1,743)	(1,727)	(1,437)	N.M.	N.M.
Net new accounts	5,518	20,961	18,874	N.M.	N.M.
End of period brokerage accounts ⁽¹⁾	3,273,314	3,264,866	3,198,095	0.3 %	2.4 %
End of period stock plan accounts	1,435,200	1,436,387	1,284,879	(0.1)%	11.7 %
End of period banking accounts	332,081	333,824	353,116	(0.5)%	(6.0)%
End of period total accounts	5,040,595	5,035,077	4,836,090	0.1 %	4.2 %
Customer Assets (\$B)					
Security holdings	\$ 209.1	\$ 205.6	\$ 220.6	1.7 %	(5.2)%
Sweep deposits	26.6	26.4	20.7	0.8 %	28.5 %
Customer payables (cash)	6.9	6.9	6.6	0.0 %	4.5 %
Customer assets held by third parties ⁽²⁾	9.7	9.3	14.7	4.3 %	(34.0)%
Brokerage customer assets	252.3	248.2	262.6	1.7 %	(3.9)%
Unexercised stock plan customer holdings (vested)	30.1	31.4	39.8	(4.1)%	(24.4)%
Savings, checking and other banking customer assets	5.3	5.3	5.6	0.0 %	(5.4)%
Total customer assets	\$ 287.7	\$ 284.9	\$ 308.0	1.0 %	(6.6)%
Net new brokerage assets ⁽³⁾	\$ 1.2	\$ (0.4)	\$ 1.0	N.M.	N.M.
Net new banking assets ⁽³⁾	(0.1)	(0.1)	0.0	N.M.	N.M.
Net new customer assets ⁽³⁾	\$ 1.1	\$ (0.5)	\$ 1.0	N.M.	N.M.
Brokerage related cash	\$ 43.2	\$ 42.6	\$ 42.0	1.4 %	2.9 %
Other customer cash and deposits	5.3	5.3	5.6	0.0 %	(5.4)%
Total customer cash and deposits	\$ 48.5	\$ 47.9	\$ 47.6	1.3 %	1.9 %
Customer net (buy) / sell activity	\$ (0.4)	\$ 0.2	\$ (0.2)	N.M.	N.M.

(1) Net new brokerage and end of period accounts in May 2015 include the closure of 1,314 accounts related to the shutdown of the Company's global trading platform and the closure of 3,484 accounts related to the escheatment of unclaimed property.

(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.

(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 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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