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

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

Daily Average Revenue Trades ("DARTs") for October were 168,739, a two percent increase from September and a 17 percent increase from the year-ago period. The Company added 30,747 gross new brokerage accounts in October and ended the month with approximately 3.4 million brokerage accounts—a decrease of 630 from September.

Net new brokerage assets were \$0.2 billion in the month. During the month, customer security holdings decreased by \$4.0 billion, and brokerage-related cash decreased by \$0.2 billion to \$48.1 billion. Other customer cash and deposits remained flat, ending the month at \$5.2 billion. Customers were net buyers of approximately \$0.7 billion in securities during the month.

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Monthly Activity Data

	Oct-16	Sep-16	Oct-15	% Chg. M/M	% Chg. Y/Y
Trading days	21.0	21.0	22.0	N.M.	N.M.
DARTs	168,739	165,326	144,607	2.1 %	16.7 %
Gross new brokerage accounts	30,747	172,929	24,227	(82.2)%	26.9 %
Gross new stock plan accounts	27,075	16,640	39,860	62.7 %	(32.1)%
Gross new banking accounts	312	389	345	(19.8)%	(9.6)%
Total gross new accounts	58,134	189,958	64,432	(69.4)%	(9.8)%
Net new brokerage accounts ⁽¹⁾	(630)	154,190	363	N.M.	N.M.
Net new stock plan accounts	8,865	(4,139)	26,055	N.M.	N.M.
Net new banking accounts	(1,381)	(2,001)	(1,396)	N.M.	N.M.
Net new accounts	6,854	148,050	25,022	N.M.	N.M.
End of period brokerage accounts ⁽¹⁾	3,438,345	3,438,975	3,203,894	0.0 %	7.3 %
End of period stock plan accounts	1,463,286	1,454,421	1,384,525	0.6 %	5.7 %
End of period banking accounts	323,269	324,650	342,693	(0.4)%	(5.7)%
End of period total accounts	5,224,900	5,218,046	4,931,112	0.1 %	6.0 %
Customer Assets (\$B)					
Security holdings	\$ 218.1	\$ 222.1	\$ 211.1	(1.8)%	3.3 %
Sweep deposits	26.5	26.5	21.6	0.0 %	22.7 %
Customer assets held by third parties ⁽²⁾	14.1	14.0	13.0	0.7 %	8.5 %
Customer payables (cash)	7.5	7.8	6.4	(3.8)%	17.2 %
Brokerage customer assets	266.2	270.4	252.1	(1.6)%	5.6 %
Unexercised stock plan customer holdings (vested)	29.0	31.2	37.3	(7.1)%	(22.3)%
Savings, checking and other banking customer assets	5.2	5.2	5.3	0.0 %	(1.9)%
Total customer assets	\$ 300.4	\$ 306.8	\$ 294.7	(2.1)%	1.9 %
Net new brokerage assets ⁽³⁾	\$ 0.2	\$ 4.2	\$ 0.5	N.M.	N.M.
Net new banking assets ⁽³⁾	—	—	—	N.M.	N.M.
Net new customer assets ⁽³⁾	\$ 0.2	\$ 4.2	\$ 0.5	N.M.	N.M.
Brokerage related cash	\$ 48.1	\$ 48.3	\$ 41.0	(0.4)%	17.3 %
Other customer cash and deposits	5.2	5.2	5.3	0.0 %	(1.9)%
Total customer cash and deposits	\$ 53.3	\$ 53.5	\$ 46.3	(0.4)%	15.1 %
Customer net (buy) / sell activity	\$ (0.7)	\$ -	\$ 0.9	N.M.	N.M.

(1) Net new brokerage accounts in September 2016 include 147,761 accounts acquired as part of the OptionsHouse acquisition. Net new brokerage accounts in October 2015 include the closure of 753 accounts 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.

(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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