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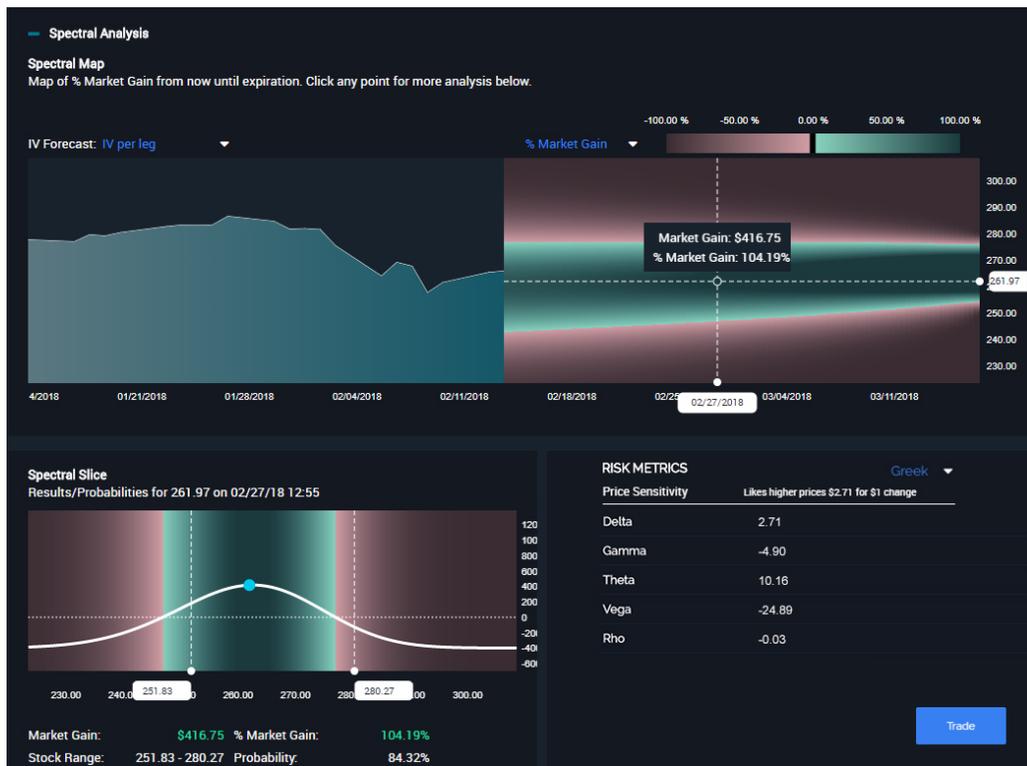
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E*TRADE LAUNCHES NEW OPTIONS TOOL *SPECTRAL ANALYSIS* ON FLAGSHIP TRADING PLATFORM



New tool allows traders to visualize options strategies from a variety of perspectives

NEW YORK, March 1, 2018 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced a significant addition to its OptionsHouse suite of options trading tools. With Spectral Analysis, traders can now:

- Visualize strategies through an engaging spectral map to see how certain strategies may create profit or loss.
- Analyze probability and potential outcomes of strategies in different market conditions.
- Translate complex Greeks to English using easy-to-understand language.
- Move from Spectral Analysis to the trade ticket with one click so traders can act on visual analysis seamlessly and efficiently.

“A picture of risk/reward potential can be invaluable,” said Steve Claussen, Vice President of Trader Strategy at E*TRADE Financial. “For many traders, visual tools can greatly enhance how they execute strategies and may help reveal risks that are traditionally difficult to identify. With this recent visual addition, we continue in our pursuit to offer our customers some of the most advanced trading technology available today.”

About E*TRADE Financial and Important Notices

***Important note:* Options transactions are intended for sophisticated investors and are complex, carry a high degree of risk, and are not suitable for all investors. For more information, please read the [Characteristics and Risks of Standardized Options](#) brochure prior to applying for an account.**

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