



**Attn: Trading and Market Making/Legal and Compliance/Operations/Systems**  
**UNIFORM PRACTICE ADVISORY (UPC #26-18) 8/22/2018**  
**E-TRADE Financial Corporation – 5.875% Fixed-to-Floating Rate Non-Cumulative**  
**Perpetual Preferred Stock, Series A and 5.300% Fixed-to-Floating Rate Non-**  
**Cumulative Perpetual Preferred Stock, Series B**

Notice has been received that the above company has declared a dividend payment on the 5.875% Fixed-to-Floating Rate Non-Cumulative Perpetual Preferred Stock, Series A and 5.300% Fixed-to-Floating Rate Non-Cumulative Perpetual Preferred Stock, Series B. Pursuant to FINRA Rule 11140 (Transactions in Securities "Ex-Dividend," "Ex-Rights" or "Ex-Warrants"), the ex-date designated for the distribution is August 30, 2018. The Depository Trust Company (DTC) will not apply Due Bill tracking. Contact DTC for further details.

<b>CUSIP</b>	<b>Rate</b>	<b>Ex-Date</b>	<b>Record Date</b>	<b>Payable Date</b>
269246BN3	\$29.375	8/30/2018	8/31/2018	9/17/2018
269246BR4	\$41.075	8/30/2018	8/31/2018	9/17/2018

Questions regarding this notice should be directed to: FINRA Operations- 1-866-776-0800.