



**Attn: Trading and Market Making/Legal and Compliance/Operations/Systems**  
**UNIFORM PRACTICE ADVISORY (UPC #34-17) 8/25/2017**  
**E-TRADE Financial Corporation – 5.875% Fixed-to-Floating Rate Non-Cumulative**  
**Perpetual Preferred Stock, Series A.**

Notice has been received that the above company has declared a dividend payment on the Series A Preferred Stock. Pursuant to FINRA Rule 11140 (Transactions in Securities "Ex-Dividend," "Ex-Rights" or "Ex-Warrants"), the ex-date designated for the distribution is August 29, 2017. The Depository Trust Company (DTC) will not apply Due Bill tracking. Contact DTC for further details.

<b>Rate</b>	<b>Ex-Date</b>	<b>Record Date</b>	<b>Payable Date</b>
\$29.375	8/29/2017	8/31/2017	9/15/2017

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