



**Attn: Trading and Market Making/Legal and Compliance/Operations/Systems**  
**UNIFORM PRACTICE ADVISORY (UPC #26-2019) 7/30/2019**  
**E-TRADE Financial Corporation – 5.875% Fixed-to-Floating Rate Non-Cumulative**  
**Perpetual Preferred Stock, Series A & 5.3% Fixed-to-Floating Rate Non-Cumulative**  
**Perpetual Preferred Stock, Series B.**

Notice has been received that the above company has declared a dividend payments on its Series A and B 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, 2019. The Depository Trust Company (DTC) will not apply Due Bill tracking. Contact DTC for further details.

<b>Security</b>	<b>Rate</b>	<b>Ex-Date</b>	<b>Record Date</b>	<b>Payable Date</b>
Fixed-to-Floating Rate Non-Cumulative Perpetual Preferred Stock, Series A	\$29.375	8/29/2019	8/30/2019	9/16/2019
Fixed-to-Floating Rate Non-Cumulative Perpetual Preferred Stock, Series B	\$26.50	8/29/2019	8/30/2019	9/16/2019

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