



Attn: Trading and Market Making/Legal and Compliance/Operations/Systems
UNIFORM PRACTICE ADVISORY (UPC #06-2019) 2/26/2019
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 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 February 27, 2019. The Depository Trust Company (DTC) will not apply Due Bill tracking. Contact DTC for further details.

Security	Rate	Ex-Date	Record Date	Payable Date
Fixed-to-Floating Rate Non-Cumulative Perpetual Preferred Stock, Series A	\$29.375	2/27/2019	2/28/2019	3/15/2019
Fixed-to-Floating Rate Non-Cumulative Perpetual Preferred Stock, Series B	\$26.50	2/27/2019	2/28/2019	3/15/2019

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