



Attn: Trading and Market Making/Legal and Compliance/Operations/Systems
UNIFORM PRACTICE ADVISORY (UPC #08-17) 2/23/2017
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 February 24, 2017. The Depository Trust Company (DTC) will not apply Due Bill tracking. Contact DTC for further details.

Rate	Ex-Date	Record Date	Payable Date
\$32.638889	2/24/2017	2/28/2017	3/15/2017

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