



Attn: Trading and Market Making/Legal and Compliance/Operations/Systems
UNIFORM PRACTICE ADVISORY (UPC #11-18) 2/20/2018
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 27, 2018. The Depository Trust Company (DTC) will not apply Due Bill tracking. Contact DTC for further details.

Rate	Ex-Date	Record Date	Payable Date
\$29.375	2/27/2018	2/28/2018	3/15/2018

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