

FOR IMMEDIATE RELEASE

**STIFEL FINANCIAL TO PRESENT AT THE BANK OF AMERICA MERRILL LYNCH
2010 BANKING AND FINANCIAL SERVICES CONFERENCE**

ST. LOUIS, November 15, 2010 – Stifel Financial Corp. (NYSE: SF) today announced its participation in the Bank of America Merrill Lynch 2010 Banking and Financial Services Conference on Wednesday, November 17, 2010, at The Westin Times Square in New York City. Ron Kruszewski, Chairman, President, and CEO, is scheduled to present at 1:45 p.m. Eastern time.

A live audio webcast and a copy of the presentation materials will be available directly through the Investor Relations section of the company's web site, www.stifel.com, on November 17, 2010. For those who cannot listen to the live broadcast, an audio replay will also be available through the above-referenced web site approximately one hour following the completion of the presentation. The presentation may include forward-looking statements.

Company Information

Stifel Financial Corp. (NYSE: SF) is a financial services holding company headquartered in St. Louis, Missouri, that conducts its banking, securities, and financial services business through several wholly owned subsidiaries. Stifel clients are primarily served in the U.S. through 318 offices in 44 states and the District of Columbia through Stifel, Nicolaus & Company, Incorporated and Thomas Weisel Partners LLC, and in two Canadian provinces through Stifel Nicolaus Canada Inc. Clients in the United Kingdom and Europe are served through offices of Stifel Nicolaus Limited and Thomas Weisel Partners International Limited. Each of the broker-dealer affiliates provide securities brokerage, investment banking, trading, investment advisory, commercial and retail banking, and related financial services to individual investors, professional money managers, businesses, and municipalities. Stifel Bank & Trust offers a full range of consumer and commercial lending solutions. To learn more about Stifel, please visit the company's web site at www.stifel.com.

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