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STIFEL NICOLAUS RANKS #1 IN THE WALL STREET JOURNAL'S 2010 BEST ON THE STREET SURVEY; FOUR ANALYSTS EARN #1 RANKINGS

ST. LOUIS, May 24, 2010 — Stifel, Nicolaus & Company, Incorporated is pleased to announce that it ranked first overall out of 183 qualifying firms in *The Wall Street Journal's* Best on the Street Survey for 2010. Stifel analysts earned 11 individual awards, with four analysts recognized as the #1 stock-pickers in their respective industries – more #1-ranked analysts than any other firm.

Stifel is the only firm to have ranked in the top 12 in the Best on the Street Survey in each of the last seven years (includes Legg Mason Capital Markets, which was acquired by Stifel Financial Corp. on December 1, 2005).

Stifel analysts recognized for their stock-picking skill in this year's survey were:

- John Baugh, #1 Home Construction & Furnishings (Three-time award winner)
- Jerry Doctrow, #1 Real Estate (Six-time award winner)
- Michael Paisan, #1 in Insurance: Non-Life
- David Ross, #1 in Industrial Transportation (Two-time award winner)
- Selman Akyol, #2 in Oil Equipment Services & Distribution
- Aaron Rakers, #3 in Computers & Office Equipment
- Todd Weller, #3 in Internet & Computer Services
- Paul Forward, #4 in Mining & Metals (Three-time award winner)
- Steven Wieczynski, #4 in Hotels & Casinos
- Robert Hawkins, #5 in Health-Care Providers
- Rod Petrik, #5 in Hotels & Casinos (Two-time award winner)

“The heart of the Stifel model is Research, and as such, we are thrilled with the results of this year's Best on the Street Survey,” said Hugh Warns, Director of Research at Stifel Nicolaus. “Achieving this #1 ranking represents another confirmation of our commitment to providing institutional clients and Financial Advisors and their clients with alpha-generating ideas. The fact that we had more #1-ranked analysts than any other firm and that we are the only firm to rank in the top 12 for the seven years is also a testament to the consistency and quality of our research product.”

It is also worth noting that two analysts currently with Thomas Weisel Partners Group, Inc., which has entered into an agreement with Stifel to form a strategic merger, won awards:

- Mike Scialla, #1 Oil & Gas Producers
- Doug Reid, #2 Computers & Office Equipment

(more)

Developed by *The Wall Street Journal* and FactSet Research Systems Inc., the 2010 Best on the Street Survey focused on 44 industries thought to be of particular interest to investors. Within each industry, the survey sought to identify the top five analysts based on recommendation-performance scores for 2009. Performance scores were calculated based on the estimated total return, including price changes and dividends, of each eligible stock an analyst covered in an industry. Positive and negative scores were given for being right or wrong about buy and sell recommendations.

Founded in 1890, Stifel, Nicolaus & Company, Incorporated is the principal subsidiary of Stifel Financial Corp. (NYSE: SF), a financial services holding company headquartered in St. Louis. Stifel Nicolaus is a full-service retail and institutional brokerage and investment banking firm with 297 offices in 42 states and the District of Columbia, and 3 European offices through Stifel Nicolaus Limited. To learn more about Stifel, please visit the company's web site at www.stifel.com.

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