

FOR IMMEDIATE RELEASE

**STIFEL NICOLAUS RESEARCH ANALYSTS WIN 14 AWARDS
IN FT/STARMINE ANALYST SURVEY**

ST. LOUIS, May 16, 2008 — Stifel, Nicolaus & Company, Incorporated, a full-service brokerage and investment banking firm, is pleased to announce that its research analysts have won a total of 14 awards in the seventh annual FT/StarMine Best Brokerage Analysts Survey, ranking the firm eighth among more than 235 firms.

The survey recognizes analysts who have turned in exemplary performances either as stock pickers or as earnings estimators during calendar year 2007. In determining the winners, StarMine identified the top ten stock pickers and earnings estimators overall and the top three stock pickers and earnings estimators in 63 industries.

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

- Barry Bannister, #1 in the Machinery Industry
- Mark Swartzberg, #1 in the Beverages Industry
- Barry Bannister, #2 in the Construction & Engineering Industry
- Jerry Doctrow, #2 in the Real Estate Investment Trusts (REITs) Industry
- Anthony Davis, #3 in the Thrifts & Mortgage Finance Industry
- Scott Devitt, #3 in the Internet & Catalog Retail Industry
- Kit Spring, #3 in the Media Industry
- Oliver Wood, #3 in the Food Products Industry

In the earnings estimate accuracy category, Jerry Herman and Robert Craig were recognized as the #10 Overall Estimators out of more than 1,900 analysts. Other award winners for earnings estimate accuracy were:

- Selman Akyol, #1 in the Gas Utilities Industry
- Jerry Herman & Robert Craig, #1 in the Diversified Consumer Services Industry
- Thomas Carroll, #2 in the Health Care Providers & Services Industry
- Mark Swartzberg, #2 in the Beverages Industry
- Todd Weller, #2 in the Software Industry

“We are once again very pleased with the performance of our research department in 2007,” commented Hugh Warns, Director of Research at Stifel Nicolaus. “We believe that our unique model and focus on providing in-depth qualitative research are the reasons for our consistent success. Stifel has ranked among the top 20 out of more than 200 firms in the survey in each of the last five years, with three top 10 finishes in that span. In a quantitative survey like this one, we believe our analysts’ performance speaks for itself.”

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 176 offices in 29 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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