

FOR IMMEDIATE RELEASE

**PAUL HARVEY JOINS STIFEL NICOLAUS WEISEL'S
EUROPEAN TECHNOLOGY INVESTMENT BANKING TEAM**

ST. LOUIS, March 15, 2012 – Stifel Financial Corp. (NYSE: SF) today announced that Paul Harvey has joined Stifel Nicolaus Weisel's European Investment Banking team as a Managing Director in the firm's London office, heading up its European Technology practice.

Paul has extensive experience in the Technology sector with a track record that dates back to 1986. For the last six years, Paul has been a General Partner at Atlantic Bridge, a European Mid-Market Technology private equity fund that he co-founded in 2005. Paul brings to Stifel deep sector knowledge of investment banking, having held senior positions in the European Technology Investment Banking practices of Morgan Stanley, Deutsche Bank, and Goldman Sachs. Prior to co-founding Atlantic Bridge, Paul was involved in over \$16 billion of Technology financings. In addition, Paul has advised on advisory transactions with aggregate transaction values of approximately \$60 billion.

"We are pleased to welcome Paul to the team. Paul's extensive private equity and venture capital relationships in Europe and the U.S. are a great asset to our Technology effort, particularly in Europe, where we see significant opportunity," commented Thom Weisel, Co-Chairman of Stifel Financial.

"We continue to expand and strengthen the Stifel platform. Paul brings to this role an impressive network of senior executive, entrepreneur, private equity, and venture capital contacts built and nurtured over the 25 years that he has been active in this sector," added Brad Raymond, Co-Head of Investment Banking at Stifel Nicolaus Weisel.

Paul received his BSBA from Georgetown University and his MBA from the Harvard Business School.

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 served through Stifel, Nicolaus & Company, Incorporated and through Stifel Nicolaus Weisel, the investment banking division of Stifel, Nicolaus & Company, Incorporated, in the U.S., through Stifel Nicolaus Canada Inc. in Canada, and through Stifel Nicolaus Europe Limited in the United Kingdom and Europe. The Company's broker-dealer affiliates provide securities brokerage, investment banking, trading, investment advisory, 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. Stifel Trust Company, N.A. offers trust and related services. To learn more about Stifel Financial, please visit the Company's web site at www.stifel.com.

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