

FOR IMMEDIATE RELEASE**KATHERINE BREEDIS TO JOIN STIFEL'S
HEALTHCARE EQUITY RESEARCH TEAM**

ST. LOUIS, September 23, 2015 – Stifel Financial Corp. (NYSE: SF) today announced that Katherine Breedis, CFA, CMT, will be joining the firm as Managing Director and Senior Analyst covering the biotechnology and major pharmaceuticals sectors. Ms. Breedis will be based in the firm's New York office and will join Stifel in early October 2015.

“We are very pleased that Katherine will be joining the Stifel healthcare research team,” stated Hugh Warns, Director of Research at Stifel. “Katherine brings a unique combination of pharmaceutical industry and biotech business development experience based on her distinguished career within large pharmaceutical companies, as well as equity research experience both on the buy-side and sell-side. She is a welcome addition to our industry-leading healthcare research team. Bringing Katherine onto our biotech/pharma team further demonstrates our unwavering commitment to the sector.”

The addition of Ms. Breedis greatly enhances Stifel's presence in the healthcare sector. With this hire, Stifel will have a research team of 21 healthcare professionals, including 10 senior analysts, covering more than 130 companies, placing the firm in the top 10 among the leaders in healthcare coverage on Wall Street.

Ms. Breedis brings a wealth of industry and investment experience as she returns to the sell-side at Stifel. Most recently, she was Senior Director, Corporate Strategy for Pfizer Inc., and from 2009-2012 was Senior Director, Global External Research and Development for Eli Lilly & Company. Prior to joining the pharmaceutical industry, she was an equity analyst both on the buy-side and sell-side. On the sell-side, Ms. Breedis had been the Senior Analyst covering the specialty pharmaceuticals sector at Goldman Sachs & Co. (2000-2003). On the buy-side, she had been a Healthcare Equity Analyst at Schroder Investment Management (2004-2008) and the Global Medical Technology Equity Analyst at Citigroup Asset Management (1998-2000). Ms. Breedis began her career as a banker at Citibank and held several other senior positions in leveraged corporate finance and merchant banking prior to joining the investment management industry.

Ms. Breedis received her B.A. in Economics and Art History, from Wheaton College. She is also a Chartered Financial Analyst (CFA) and Chartered Market Technician (CMT).

About Stifel Research

Stifel is one of the leading U.S. equity research departments in terms of breadth and quality, following significant investment over the last eleven years. Today, our 86 analysts, across the U.S. and Europe cover more than 1,200 companies across 12 industry groups and 125 sub-sectors, making Stifel the industry's eighth largest provider of U.S. equity research and fourteenth globally. Stifel is also the second largest provider of U.S. small cap equity coverage and the largest provider of U.S. equity coverage in technology and transportation. Stifel Research's award highlights include:

- Ranked in the Thomson Reuters's StarMine top ten for the last twelve consecutive years

Stifel 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 in the U.S., through Stifel Nicolaus Europe Limited in the United Kingdom and Europe, and through Keefe, Bruyette & Woods, Inc. in the U.S. 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, please visit the Company's web site at www.stifel.com.

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