

FOR IMMEDIATE RELEASE**STIFEL AND KBW WIN 12 THOMSON REUTERS STARMINE ANALYST AWARDS,
ACHIEVE 12TH CONSECUTIVE TOP TEN RANKING**

ST. LOUIS, May 26, 2015 — Stifel Financial Corp. (NYSE: SF) today announced that its Stifel, Nicolaus & Company, Incorporated and Keefe, Bruyette & Woods (KBW) subsidiaries combined to win 12 awards in the 2015 Thomson Reuters StarMine Analyst Awards. Together, Stifel and KBW ranked seventh among 167 qualifying U.S. firms.

Stifel analysts won three awards for earnings estimate accuracy and four for stock picking:

Earnings Estimate Accuracy

- Simon Yarmak, No. 1 in Hotels & Leisure (Two-time award winner)
- John Baugh, No. 3 in Household Durables
- Christopher Brendler, No. 3 in IT Services (Two-time award winner)

Stock Picking

- John Baugh, No. 2 in Building Products (Three-time award winner)
- David Grossman, No. 2 in IT Services
- John Larkin, No. 2 in Air Freight & Logistics (Six-time award winner)
- Christopher Growe, No. 3 in Tobacco (Three-time award winner)

In addition, John Cahill was the No. 1 stock picker in the Real Estate Sector in Thomson Reuters StarMine's United Kingdom & Ireland rankings, and Hector Forsythe was the No. 2 stock picker in the Business & Consumer Services sector (two-time winner) in Thomson Reuters StarMine's European rankings.

KBW analysts won two awards for earnings estimate accuracy and three for stock picking:

Earnings Estimate Accuracy

- Michael Widner, No. 1 in Real Estate Investment Trusts
- Bose George, No. 2 in Real Estate Investment Trusts (Four-time winner)

Stock Picking

- Niamh Alexander, No. 1 in Capital Markets
- Jade Rahmani, No. 1 in Household Durables (Two-time award winner)
- Collyn Gilbert, No. 3 in Banks (Three-time award winner)

StarMine has ranked Stifel/KBW in its top ten for 12 consecutive years. The firm is fifth in total awards won since 2004 (figures include Legg Mason Capital Markets, Ryan Beck, Thomas Weisel Partners, and KBW, which were acquired by Stifel Financial Corp.).

(More)

“We are very pleased with the achievements and continuing quantitative recognition of our award winners across all our brands and geographies,” comments Hugh Warns, Director of Global Research at Stifel. “The consistency of our results over the last 12 years is a testament to our commitment to research, our research process, the insight gained from hands-on industry experience, and our diverse market-cap coverage.”

About the Thomson Reuters StarMine Analyst Awards

StarMine, a leading provider of objective ratings of sell-side securities analysts, measures the performance of analysts based on the industry excess returns of their buy/sell recommendations and the accuracy of their earnings estimates. The 2015 StarMine Analyst Awards recognize sell-side analysts who have shown outstanding performance as earnings estimators from April 1, 2014 through March 31, 2015, or stock pickers during calendar year 2014. In determining the winners, StarMine identified the top three earnings estimators and stock pickers in 64 industries, as well as the top ten earnings estimators and stock pickers overall.

About Stifel Research

Stifel’s equity research department is an industry leader in terms of breadth and quality, following significant investment over the last ten years. Stifel covers 1,208 U.S. and European companies across 12 industry groups and 63 sub-sectors. With 1,055 U.S. stocks under coverage, Stifel is one of the 10 largest providers of U.S. equity research. Stifel is also the largest provider of U.S. small cap equity coverage and a top ten provider of U.S. equity coverage in the aerospace & defense, consumer & retail, diversified industrials, healthcare, Internet & media, real estate, technology, and transportation sectors, according to StarMine.

About KBW Research

KBW’s equity research department is an industry leader in specialized financial services. KBW covers 596 U.S. and European companies across 19 sub-sectors and is the largest provider of U.S. equity research in financial institutions. KBW also is the third largest provider of U.S. small cap equity coverage and ranks among the top provider in coverage of banks, capital markets, insurance, and thrifts & mortgage finance, according to StarMine.

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’s broker-dealer clients are served in the United States through Stifel, Nicolaus & Company, Incorporated; Keefe, Bruyette & Woods, Inc.; Miller Buckfire & Co., LLC; and Century Securities Associates, Inc., and in the United Kingdom and Europe through Stifel Nicolaus Europe Limited. The Company’s broker-dealer affiliates provide wealth management, 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. and 1919 Investment Counsel & Trust Company offer trust and related services. To learn more about Stifel, please visit the Company’s web site at www.stifel.com.

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