

For Immediate Release

CHRIS REICHERT NAMED PRESIDENT OF STIFEL BANK & TRUST

ST. LOUIS, October 4, 2007 – Stifel Financial Corp. (NYSE: SF) is pleased to announce that Christopher K. Reichert has been named president of Stifel Bank & Trust and will be leading the expansion and growth of its banking platform.

Reichert, a 20-year banking industry veteran, comes to Stifel Bank & Trust from Pulaski Financial Corp., where he most recently served as executive vice president and a member of the board of directors. Chris has extensive retail mortgage, home equity, and commercial lending experience and will play a key role in developing similar capabilities for Stifel Bank & Trust.

“Chris Reichert is a perfect fit for our organization,” said Ronald J. Kruszewski, chairman and chief executive officer of Stifel Financial Corp. “He is a seasoned professional who understands what we are trying to accomplish within the Bank and shares our commitment to providing excellent customer service. We welcome him to the team and look forward to his contributions to the growth of Stifel Bank & Trust.”

Stifel Bank & Trust chief executive officer Thomas Hagar remarked, “I’ve known Chris by reputation for many years, and we are thrilled that someone with his capabilities and 21 years of progressive banking experience has chosen our organization to continue his exceptional banking career. Chris possesses the skills necessary to enhance our operational effectiveness and expand our capacity as we move forward on the execution of our strategic objectives. In addition, Chris’ proven ability of leadership and platform development will enhance our organization’s efforts to deliver the highest quality lending and banking services to our affiliates and the markets we serve.”

Stifel Bank & Trust, a wholly owned subsidiary of Stifel Financial Corp., is a full-service community bank offering a comprehensive array of personal and commercial lending services. Stifel’s personal lending programs include mortgage loans and home equity lines of credit, as well as personal, automobile, and recreational vehicle loans. Commercial banking customers have access to small business and commercial real estate loans, lines of credit, credit cards, and inventory and receivables financing.

Stifel Financial Corp. operates 172 offices in 28 states and the District of Columbia through its principal subsidiary, Stifel, Nicolaus & Company, Incorporated, and 3 European offices through Stifel Nicolaus Limited. Stifel Nicolaus provides securities brokerage, investment banking, trading, investment advisory, and related financial services, primarily, to individual investors, professional money managers, businesses, and municipalities. Stifel Financial Corp. is listed on the New York Stock Exchange under the symbol “SF.” To learn more about Stifel, please visit the Company’s web site at www.stifel.com.

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