

FOR IMMEDIATE RELEASE

**STIFEL FINANCIAL CORP. TO PRESENT AT TWO INDUSTRY CONFERENCES:
SANDLER O'NEILL + PARTNERS AND BANK OF AMERICA MERRILL LYNCH**

ST. LOUIS, June 1, 2010 – Stifel Financial Corp. today announced its participation in two upcoming securities industry conferences:

The Sandler O'Neill 2010 Global Exchange and Brokerage Conference on Thursday, June 3, 2010, at the Grand Hyatt in New York City. Ron Kruszewski, Chairman, President and CEO of Stifel Financial Corp., is scheduled to present at 7:30 a.m. EST; and

The Bank of America Merrill Lynch 2010 Mid Cap Conference on Tuesday, June 8, 2010, at the InterContinental in Boston. Mr. Kruszewski is scheduled to present at 8:00 a.m. EST.

A live audio webcast and a copy of the presentation materials will be available directly through the Investor Relations section of the company's web site, www.stifel.com, on the appropriate dates and times mentioned above. For those who cannot listen to the live broadcast, an audio replay will also be available through the above-referenced web site one hour following the completion of each presentation for 14 days. The presentations made at both events may include forward-looking statements, including guidance as to future results.

Company Information

Stifel Financial Corp. (NYSE: SF) is a financial services holding company headquartered in St. Louis, Missouri. Stifel Financial has approximately 4,600 associates in 297 offices in 42 states and the District of Columbia through its principal subsidiary, Stifel, Nicolaus & Company, Incorporated, and three 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 Bank & Trust offers a full range of consumer and commercial lending solutions. To learn more about Stifel Financial, please visit the Company's web site at www.stifel.com.

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