

**FOR IMMEDIATE RELEASE**

**STIFEL FINANCIAL TO PRESENT AT THE MACQUARIE CAPITAL  
2010 GLOBAL SECURITIES INDUSTRY CONFERENCE**

**ST. LOUIS, May 11, 2010** – Stifel Financial Corp. (NYSE: SF), a full-service middle-market investment bank, today announced its participation in the Macquarie Capital 2010 Global Securities Industry Conference on Tuesday, May 18, 2010, at the Omni Berkshire Place in New York City. Ron Kruszewski, Chairman, President, and CEO, is scheduled to present at 8:50 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](http://www.stifel.com), on May 18, 2010. For those who cannot listen to the live broadcast, an audio replay will also be available through the above-referenced website one hour following the completion of the presentation. The presentation 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 296 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](http://www.stifel.com).

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