

**FOR IMMEDIATE RELEASE**

**STIFEL FINANCIAL TO PRESENT AT THE  
SIDOTI & COMPANY WEST COAST INSTITUTIONAL INVESTOR FORUM**

**ST. LOUIS, September 22, 2010** – Stifel Financial Corp. (NYSE: SF) today announced its participation in the Sidoti & Company West Coast Institutional Investor Forum on Friday, September 24, 2010, at the Ritz-Carlton in San Francisco, California. Thom Weisel, Co-Chairman, is scheduled to present at 10:40 a.m. PDT.

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 September 24, 2010. The conference will not be webcast. The presentation may include forward-looking statements.

**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 primarily served in the U.S. through 310 offices in 43 states and the District of Columbia through Stifel, Nicolaus & Company, Incorporated and Thomas Weisel Partners LLC, and in two Canadian provinces through Stifel Nicolaus Canada Inc. Clients in the United Kingdom and Europe are served through offices of Stifel Nicolaus Limited and Thomas Weisel Partners International Limited. Each of the broker-dealer affiliates provide securities brokerage, investment banking, trading, investment advisory, commercial and retail banking, 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. To learn more about Stifel, please visit the company's web site at [www.stifel.com](http://www.stifel.com).

**Investor Relations Contact:**

Sarah Anderson  
(415) 364-2500  
[investorrelations@stifel.com](mailto:investorrelations@stifel.com)