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STIFEL NICOLAUS RANKS #2 IN FT/STARMINE WORLD'S TOP ANALYSTS SURVEY; SIX ANALYSTS EARN #1 RANKINGS

ST. LOUIS, May 27, 2010 — Stifel, Nicolaus & Company, Incorporated is pleased to announce that it ranked tied for second overall out of 182 qualifying firms in the ninth annual FT/StarMine World's Top Analysts Survey. Stifel analysts earned a total of 15 individual awards, with six analysts ranked #1 in their respective industries. This marks the fourth consecutive year that Stifel has finished in the top ten.

The survey recognizes analysts who have turned in exemplary performances either as stock pickers or as earnings estimators during calendar year 2009. In determining the winners, StarMine identified the top three stock pickers and earnings estimators in 69 industries.

Stifel analysts recognized for their stock-picking skill in this year's survey were:

- Collyn Gilbert, #1 in the Thrifts & Mortgage Finance Industry (Two-time award winner)
- Barry Bannister, #2 in the Machinery Industry (Six-time award winner)
- David Ross, #2 in the Road & Rail Industry (Two-time award winner)
- Todd Weller, #3 in the Internet Software & Services Industry (Seven-time award winner)

In the earnings estimate accuracy category, the following Stifel analysts won awards:

- Barry Bannister, #1 in the Machinery Industry
- David Bishop, #1 in the Commercial Banks Industry
- Christopher King, #1 in the Diversified Telecommunications Industry (Two-time award winner)
- George Price, #1 in the IT Services Industry
- Todd Weller, #1 in the Software Industry
- Robert Craig and Jerry Herman, #2 in the Diversified Consumer Services Industry (Eight-time award winners)
- Laurie Hunsicker, #2 in the Thrifts & Mortgage Finance Industry
- Christopher Mutascio, #2 in the Commercial Banks Industry
- Mark Swartzberg, #2 in the Beverages Industry (Seven-time award winner)
- Todd Weller, #2 in the Healthcare Technology Industry
- Steven Wieczynski, #3 in the Hotels & Leisure Industry

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It is also worth noting that two analysts currently with Thomas Weisel Partners Group, Inc., which has entered into an agreement with Stifel to form a strategic merger, won awards:

- Ajit Pai, #1 in earnings estimate accuracy in the Electronic Equipment and Instruments Industry
- Matt Sheerin, #2 in stock-picking in the Electronic Equipment and Instruments Industry

A total of 1,806 stock pickers and 1,819 earnings estimators qualified for this year's survey.

"It's extremely gratifying to see our analysts recognized for their outstanding work yet again," said Hugh Warns, Director of Research at Stifel Nicolaus. "Our consistent top ten rankings in the quantitative surveys are a testament to our focus on providing high-quality fundamental research."

Founded in 1890, Stifel, Nicolaus & Company, Incorporated is the principal subsidiary of Stifel Financial Corp. (NYSE: SF), a financial services holding company headquartered in St. Louis. Stifel Nicolaus is a full-service retail and institutional brokerage and investment banking firm with 297 offices in 42 states and the District of Columbia, and 3 European offices through Stifel Nicolaus Limited. To learn more about Stifel, please visit the company's web site at www.stifel.com.

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