

FOR IMMEDIATE RELEASE

**STIFEL NICOLAUS FORMS STIFEL CAPITAL ADVISORS
TO EXPAND FIXED INCOME CAPITAL MARKETS CAPABILITIES**

ST. LOUIS, March 3, 2010 – Stifel, Nicolaus & Company, Incorporated is pleased to announce that it has expanded its full-service capital markets platform through the creation of Stifel Capital Advisors (“SCA”). Based in New York, SCA provides asset management, portfolio advisory, and capital markets services to financial institutions and governmental entities. SCA will also focus on creative structured solutions for illiquid assets.

SCA will be led by Stephan Kuppenheimer and will include fifteen other professionals joining Stifel from FSI Capital. Mr. Kuppenheimer’s leadership experience in the space includes serving as CEO of FSI Capital, LLC as well as Director and Co-Head of the U.S. Structured Credit Products Group at Merrill Lynch.

“I am excited to join Stifel’s full-service capital markets platform,” said Mr. Kuppenheimer. “I believe this move offers a tremendous opportunity for this team to complement Stifel’s exceptional franchise.”

“We are pleased to increase our advisory and capital markets capabilities through the addition of this experienced team,” said Victor Nesi, Director of Investment Banking and Co-Director of Capital Markets at Stifel. “Under Steve’s leadership, the deep fixed income expertise provided by Stifel Capital Advisors will enhance the value of the services we offer to our clients.”

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 294 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.

**For further information,
contact Victor Nesi
(212) 847-6444**