

FOR IMMEDIATE RELEASE

STIFEL FINANCIAL TO PRESENT AT TWO INDUSTRY CONFERENCES

BANK OF AMERICA MERRILL LYNCH AND KEEFE, BRUYETTE & WOODS

ST. LOUIS, November 11, 2011 – Stifel Financial Corp. (NYSE: SF) today announced its participation in two upcoming securities industry conferences:

The Bank of America Merrill Lynch 2011 Banking & Financial Services Conference on Tuesday, November 15, 2011, at the St. Regis New York Hotel in New York City. Ron Kruszewski, Chairman, President, and CEO, is scheduled to present at 3:55 p.m. Eastern time; and

The Keefe, Bruyette & Woods 2011 Securities Brokerage & Market Structure Conference on Wednesday, November 30, 2011, at the Mandarin Oriental Hotel in New York City. Ron Kruszewski, Chairman, President, and CEO, is scheduled to present at 9:30 a.m. Eastern time.

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 approximately one hour following the completion of each presentation for a period of two weeks. The presentations made at both events 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 318 offices in 44 states and the District of Columbia through Stifel, Nicolaus & Company, Incorporated and Thomas Weisel Partners LLC, and in Canada through Stifel Nicolaus Canada Inc. Clients in the United Kingdom and Europe are served through offices of Stifel Nicolaus Europe Limited. Each of the broker-dealer affiliates provides securities brokerage, investment banking, trading, investment advisory, 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 website at www.stifel.com.

Investor Relations Contact

Sarah Anderson
(415) 364-2500
investorrelations@stifel.com