

FOR IMMEDIATE RELEASE

**STIFEL NICOLAUS OPENS IRVINE SPECTRUM
PRIVATE CLIENT GROUP OFFICE**

ST. LOUIS, April 25, 2011 — Stifel, Nicolaus & Company, Incorporated is pleased to announce the opening of a new Private Client Group office in Irvine Spectrum. The new office is located at 20 Pacifica, Suite 1400 and can be reached by calling (949) 271-5100 or toll-free at (877) 816-1224.

The Irvine Spectrum office is under the direction of Branch Manager Susan Dixon. Joining Ms. Dixon are Senior Vice President/Investments Randy Hankins and Vice President/Investments Scott Hanna, who have relocated from Stifel's San Juan Capistrano office, as well as three new additions, Vice Presidents/Investments Sharon DeCampo, Russell Reinsch and Kent Struck. They are supported by Registered Operations Supervisor Tammy Welch and Registered Client Service Associates Irma Correa and Jennifer Steward.

The Irvine Spectrum office is Stifel's 28th in the state of California. Since August 2007, the firm has added a total of 46 offices in the Western U.S. (Arizona, California, Hawaii, Montana, Nevada, Oregon, Washington, and Wyoming) as part of its ongoing expansion efforts, led by Western Region Director John Lee.

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 312 offices in 44 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,
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