

**FOR IMMEDIATE RELEASE**

**JAMES N. AUGUSTINE, JR. JOINS STIFEL NICOLAUS AS  
CHIEF OPERATING OFFICER OF THE FIXED INCOME DIVISION**

**ST. LOUIS, March 1, 2012** – Stifel Financial Corp. (NYSE: SF) announced today that James N. Augustine, Jr. has joined Stifel Nicolaus as Chief Operating Officer of the Institutional Group's Fixed Income Division. Mr. Augustine will report to Bill Heinzerling, head of Fixed Income, and be located in the firm's fixed income office in Memphis, Tennessee.

"Jamie is an important addition as we focus on expanding our fixed income capabilities. Jamie's depth of expertise in the institutional fixed income business is exceptional. We expect this to be an area of focus and growth," stated Ronald J. Kruszewski, Chairman, President and CEO of Stifel Financial.

In addition to expanding Stifel's fixed income presence in Memphis, Jamie will be responsible for broadening and deepening Stifel's fixed income relationships with depositories and in the middle market. "We are excited to welcome Jamie to the team. His industry experience and extensive relationships, particularly with financial institutions, enables us to strengthen our platform. Jamie's addition will take our fixed income practice to the next level," added Bill Heinzerling.

"Stifel has built a competitive capital markets, investment banking, research, and private client platform that has grown significantly over the years. I look forward to contributing to the continued growth of the firm," said Mr. Augustine.

Mr. Augustine was previously with Raymond James Financial, where he became Head of the Fixed Income Department in 2011. Before he led the department, his responsibilities included serving as the Director of Middle Markets Institutional Fixed Income. Prior to joining Raymond James in 2008, he was a director of Bear Stearns' Middle Markets Fixed Income group, headquartered in Memphis, Tennessee. Previously at Morgan Keegan, Mr. Augustine was a Director of Fixed Income Research and then a Director of Institutional Fixed Income Sales. He is a Phi Beta Kappa graduate of Rhodes College with a B.A. in Economics and Business Administration.

**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 served through Stifel, Nicolaus & Company, Incorporated and Thomas Weisel Partners LLC in the U.S., through Stifel Nicolaus Canada Inc. in Canada, and through Stifel Nicolaus Europe Limited in the United Kingdom and Europe. The Company's broker-dealer affiliates provide 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. Stifel Trust Company, N.A. offers trust and related services. To learn more about Stifel Financial, please visit the Company's web site at [www.stifel.com](http://www.stifel.com).

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