

STIFEL FINANCIAL TO PRESENT AT THE KBW 2012 SECURITIES BROKERAGE & MARKET STRUCTURE CONFERENCE

ST. LOUIS, November 26, 2012 – Stifel Financial Corp. (NYSE: SF) today announced its participation in the KBW 2012 Securities Brokerage & Market Structure Conference on Wednesday, November 28, 2012, at the Hilton New York Hotel in New York City. Ron Kruszewski, Chairman, President, and CEO, is scheduled to present at 1:20 p.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 website, www.stifel.com, on November 28, 2012. For those who cannot listen to the live broadcast, an audio replay will also be available through the above-referenced website following the completion of the presentation for a period of 30 days. The presentation 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 served through Stifel, Nicolaus & Company, Incorporated 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 website at www.stifel.com.

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