

ROBERT HUTCHINSON JOINS STIFEL NICOLAUS WEISEL'S FINANCIAL INSTITUTIONS GROUP

ST. LOUIS, September 5, 2012 – Stifel Financial Corp. (NYSE: SF) today announced that Robert Hutchinson has joined the firm's Investment Banking division as a Managing Director in its Financial Institutions Group (FIG). Mr. Hutchinson, who is based in the firm's Boston office, will cover depository institutions in the Northeast and New England, in addition to overseeing the firm's Depositories Mutual Conversion practice across all regions of the United States.

"We continue to selectively hire senior professionals in areas of opportunity. Bob's addition to the team further solidifies our commitment to this sector and to our investment banking platform. His extensive relationships and industry expertise are the right fit for our established FIG team," commented Victor Nesi, Co-Head of the Institutional Group at Stifel Financial Corp.

"We are very pleased that Bob has joined Stifel's Financial Institutions practice," stated Rick Maples, Co-Head of Investment Banking and Head of the Financial Institutions Group at Stifel Nicolaus Weisel. "With over 15 years of investment banking experience working primarily with financial institutions, Bob brings strong client relationships in a region where we see significant opportunity for growth. In addition, his experience in mutual conversions will leverage the historical successes Stifel has had in this area. Since 2000, Stifel is the number one ranked conversion advisor in terms of gross proceeds."

Most recently, Mr. Hutchinson was a Managing Director and Head of Depository Institutions at Sterne Agee, responsible for coverage of banks and thrifts. Before joining Sterne Agee in 2009, Mr. Hutchinson was a Managing Director with Keefe, Bruyette & Woods, where he specialized in the execution of mergers & acquisitions, equity offerings, trust preferred offerings, and mutual to stock conversion offerings. Mr. Hutchinson was formerly an Associate for RBC Capital Markets, focused in an investment banking capacity on financial institutions. He served four years as an Officer in the United States Marine Corps. Mr. Hutchinson holds a MBA with a concentration in finance from the Fisher College of Business at The Ohio State University and received a B.A. in English Literature from Boston College.

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 through Stifel Nicolaus Weisel, the investment banking division of 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 web site at www.stifel.com.

Investor Relations Contact

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