

**FOR IMMEDIATE RELEASE**

**STIFEL FINANCIAL TO PRESENT AT THE SANDLER O'NEILL 2012  
GLOBAL EXCHANGE & BROKERAGE CONFERENCE**

**ST. LOUIS, June 1, 2012** – Stifel Financial Corp. (NYSE: SF) today announced its participation in the Sandler O'Neill 2012 Global Exchange & Brokerage Conference on Thursday, June 7, 2012, at the St. Regis New York Hotel in New York City. Ron Kruszewski, Chairman, President, and CEO, is scheduled to present at 11:30 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](http://www.stifel.com), on June 7, 2012. For those who cannot listen to the live broadcast, an audio replay will also be available through the above-referenced web site following the completion of the presentation through July 6, 2012. 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 web site at [www.stifel.com](http://www.stifel.com).

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