

FOR IMMEDIATE RELEASE

STIFEL RENEWS ITS SPONSORSHIP OF THE HASKINS AWARD HONORING THE NATION'S TOP COLLEGIATE GOLFER

ST. LOUIS, September 23, 2013 – Stifel Financial Corp. (NYSE: SF) today announced that it has renewed its sponsorship of college golf's highest honor, the Haskins Award.

“We’re excited to sponsor the ‘Heisman Trophy of golf’ for a third straight year,” said Ron Kruszewski, Chairman, President, and CEO of Stifel Financial Corp. “We are honored to partner with an award that distinguishes a college player’s commitment to excellence, a value we hold high at Stifel.”

Now in its 43rd year, the Haskins Award is given to the nation’s top collegiate golfer each season as determined by balloting among NCAA Division I golfers and golf coaches, national golf media members, and past Haskins Award winners. Voting is administered by the 14-member Haskins Commission. The award is named in honor of Fred Haskins, instructor to dozens of champion golfers and tireless promoter of amateur golf. Past Haskins Award winners include Ben Crenshaw, Phil Mickelson, Curtis Strange, and Tiger Woods.

“Our partnership with Stifel has opened many doors and enabled us to firmly establish the Haskins Award’s standing in the world of golf,” said Haskins Commission President J. Madden Hatcher Jr. “Connecting a historic honor with high ideals, such as the Haskins Award with a respected institution like Stifel, has been logical and rewarding. We look forward to years of growth and excitement as we pay tribute to young golfers who are talented on the golf course and in life.”

For additional information on the Haskins Award, visit www.haskinsaward.com.

Stifel 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 Europe Limited in the United Kingdom and Europe, and through Keefe, Bruyette & Woods, Inc. in the U.S. 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, please visit the Company’s web site at www.stifel.com.

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