STIFEL news

FOR IMMEDIATE RELEASE

MICHAEL J. SULLIVAN JOINS STIFEL'S PRIVATE CLIENT GROUP AS MANAGING DIRECTOR AND EASTERN REGION DIRECTOR

ST. LOUIS, December 9, 2013 – Stifel is pleased to announce that Michael J. Sullivan has joined the firm as Managing Director – Private Client Group and Eastern Region Director of its broker-dealer subsidiary, Stifel, Nicolaus & Company, Incorporated. As he has for more than 29 years, Mr. Sullivan will continue to provide wealth management and investment advisory services to his clients. He will also be responsible for developing cross-organizational partnerships to strengthen client relationships and expanding the firm's presence along the East Coast.

"The addition of Michael Sullivan represents another milestone toward our goal of becoming a world-class organization," said Ron Kruszewski, Chairman, President, and CEO of Stifel Financial Corp. "Our philosophy is that our clients will ultimately determine the firm's success, and we are constantly looking for ways in which we can serve them better. Michael will help us do just that by leveraging the powerful combination of individuals that encompass our brand. He's an outstanding fit for our culture."

"Michael has a great feel for our uniquely client-focused business model, not to mention extensive experience in addressing the complex needs of today's investors," added James Zemlyak, Chief Operating Officer of Stifel. "As we continue to invest in our Wealth Management segment, Michael will enable us to effectively utilize the breadth of our platform for the benefit of our clients."

Mr. Sullivan joins Stifel from Merrill Lynch, where he began his career in 1984 as a financial advisor. At Merrill Lynch, he was instrumental in establishing the firm's high net worth private client segment and served as Co-Founder and Head of Private Executive Services, a private banking and investment group providing customized wealth management services to a select group of clients. In 2007, Mr. Sullivan was named Managing Director and Head of the firm's Cross-Organizational Client Coverage Group/Global Client Coverage. In this capacity, he was responsible for developing strategies and partnerships to deepen client relationships across the firm and deliver the entire breadth of the firm's products to clients across various business segments and regions.

"Having previously worked with Michael on similar cross-organizational initiatives at Merrill Lynch, I look forward to partnering with him to best put Stifel's vast resources and capabilities to work for our clients in both the institutional and wealth management segments," said Victor Nesi, Co-Director of Stifel's Institutional Group.

"My approach has always been to put myself in the client's shoes, and it's clear to me that across the organization, Stifel shares this same approach," said Mr. Sullivan. "It's a firm that has never lost sight of the value of people, from clients to associates. Stifel offers the platform of a full-service broker-dealer with the accessibility for clients and advisors of a boutique firm, making it truly unique in the industry. I'm excited about the opportunity to help the firm and our advisors continue to deliver outstanding client service."

Mr. Sullivan holds a Bachelor of Science in Accounting from St. John's University. He is President of the Long Island Caddie Scholarship Fund and an Executive Committee member of the Long Island Golf Association and Metropolitan Golf Association.

Mr. Sullivan will be based in the firm's Private Client Group office in Garden City, New York, and will also maintain an office in Midtown Manhattan.

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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's broker-dealer clients are served in the United States through Stifel, Nicolaus & Company, Incorporated; Keefe, Bruyette & Woods, Inc.; Miller Buckfire & Co., LLC; and Century Securities Associates, Inc. and through Stifel Nicolaus Europe Limited and Keefe, Bruyette & Woods 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, please visit the Company's web site at www.stifel.com.

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