

FOR IMMEDIATE RELEASE

**STIFEL TO PRESENT AT THE 11th ANNUAL KBW
SECURITIES BROKERAGE & MARKET STRUCTURE CONFERENCE**

ST. LOUIS, November 12, 2014 – Stifel Financial Corp. (NYSE: SF) today announced its participation in the 11th Annual Keefe, Bruyette & Woods 2014 Securities Brokerage & Market Structure Conference on Wednesday, November 19th, 2014, at the Mandarin Oriental, Columbus Circle in New York City. Ron Kruszewski, Chairman and CEO, is scheduled to present at 9:15 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 website, www.stifel.com, on November 19th, 2014. 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.

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 in the United Kingdom and Europe through Stifel Nicolaus Europe Limited; Keefe, Bruyette & Woods Limited; and Oriel Securities Limited. 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.

Investor Relations Contact

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