

FOR IMMEDIATE RELEASE

**STIFEL NICOLAUS M&A ADVISORY AND CORPORATE FINANCE
TRANSACTIONS WIN “DEAL OF THE YEAR” HONORS**

ST. LOUIS, April 22, 2009 — Stifel, Nicolaus & Company, Incorporated is pleased to announce that the firm served as the financial advisor on two M&A transactions and one corporate finance transaction that earned “Deal of the Year” honors from *Buyouts*, a leading publication focused on M&A and corporate finance transactions across the private equity community.

The \$200 million sale of Cannondale Bicycle Corporation by Pegasus Capital Advisors to Dorel Industries, Inc. received the Turnaround Deal of the Year award. Mitchell Schaffer, Managing Director – Consumer Investment Banking, led the Stifel Nicolaus M&A team, supported by Jeffrey Sherry, Director, who served as buy-side M&A advisor to Dorel Industries. The Cannondale acquisition instantly made Dorel a leading player in the premium bicycle market in North America, Europe, and Asia.

The sale of Specialty Coating Systems, Inc. by Bunker Hill Capital won the Small Market Deal of the Year award. Jon Tebol, Managing Director, led the Stifel Nicolaus deal team, supported by Managing Director Steve Higgins and Vice President Bharat Ramprasad, that served as exclusive M&A advisor to private equity firm Bunker Hill Capital. The transaction yielded a highly successful outcome for Bunker Hill Capital, yielding a 6.1x return multiple and closing just 22 days following the signing of a Letter of Intent.

In addition, ABS Capital’s investment in American Public Education, Inc. (“APEI”) won in two categories: Deal of the Year and Middle Market Deal of the Year. The Capital Markets Division of Legg Mason Wood Walker, Inc., which was acquired by Stifel, served as exclusive advisor to APEI in the initial private placement by ABS Capital, and Stifel co-managed all three APEI public offerings. Jim Rowan, Managing Director – Education Group, led the deal team, supported by Meredith Ruble, Director.

At its annual “Deal of the Year” awards dinner, *Buyouts* highlights the most noteworthy examples of private equity M&A and corporate finance transactions completed over the past twelve months.

Founded in 1890, Stifel, Nicolaus & Company, Incorporated is the principal subsidiary of Stifel Financial Corp. (NYSE: SF), a financial services holding company headquartered in St. Louis. Stifel Nicolaus is a full-service retail and institutional brokerage and investment banking firm with 232 offices in 36 states and the District of Columbia, and 3 European offices through Stifel Nicolaus Limited. To learn more about Stifel, please visit the company’s web site at www.stifel.com.

For further information, contact:

James M. Zemlyak
Chief Financial Officer
(314) 342-2228

Mitchell F. Schaffer
Managing Director –
Consumer Investment Banking
(212) 407-0848

Jon Tebol
Managing Director –
Investment Banking
(888) 561-9254

Jim Rowan
Managing Director –
Education Group
(443) 224-1414