

FOR IMMEDIATE RELEASE

**STIFEL NICOLAUS WINS
CONSUMER M&A DEAL OF THE YEAR AWARD**

ST. LOUIS, March 19, 2009 — Stifel, Nicolaus & Company, Incorporated is pleased to announce that it has won the Consumer Products and Retail M&A Turnaround Deal of the Year (\$150 M and above) award from the *M&A Advisor*, a leading industry publication covering middle-market mergers and acquisitions and finance.

Stifel was recognized for its role as exclusive financial advisor to Dorel Industries, Inc. in the \$200 million acquisition of the Cannondale Bicycle Corporation from an affiliate of Pegasus Capital Advisors. Mitch Schaffer, Managing Director – Consumer Investment Banking, led Stifel’s M&A deal team, supported by Director Jeffrey Sherry. This is the second time Stifel Nicolaus has completed a transaction involving Cannondale. The firm previously served as an advisor to Cannondale during its 2003 acquisition by Pegasus.

Dorel is a global consumer products company engaged in designing, manufacturing, and marketing a diverse portfolio of consumer brands including Safety First, Maxi Cosi, Schwinn, Mongoose, and GT Bicycles. The majority of Dorel’s products are distributed through the mass market channel. However, Dorel’s Recreation and Leisure division principally marketed the premium GT bicycle brand through the Independent Bicycle Dealer (IBD) channel in both the U.S. and Europe.

Cannondale is a global designer, developer, and manufacturer of high-performance bicycles, apparel, and accessories and is widely regarded as the bike industry’s leading innovator. The Cannondale acquisition instantly makes Dorel a leading global player in the premium end of the bicycle market and provides Dorel substantial critical mass and growth in the U.S. and European IBD channels. Dorel will focus on driving Cannondale's heritage of premium quality, innovation, and craftsmanship.

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 206 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.

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