

FOR IMMEDIATE RELEASE

**FORTUNE MAGAZINE NAMES STIFEL FINANCIAL CORP.
TO 100 FASTEST-GROWING COMPANIES LIST**

ST. LOUIS, August 25, 2009 — Stifel Financial Corp. is pleased to announce that it has been named to *Fortune* magazine's annual 100 Fastest-Growing Companies list. The firm ranked #2 in the Financial Services Industry, #16 among U.S. firms, and #25 overall.

In compiling the list, *Fortune* ranked companies based on the last three years of revenue, profit growth, and total return using data provided by Zacks Investment Research. For the prior three years, as used in the survey, Stifel Financial Corp.'s annual growth rates were: revenue, 47%; profits, 39%; and total return to investors, 27%.

“We are honored to be a part of this list, especially in light of the current economic environment, which has not been kind to many firms in our industry,” said Ronald J. Kruszewski, Chairman, President, and Chief Executive Officer of Stifel Financial Corp. “In recent years, we’ve added a number of talented individuals who share our commitment to doing what’s best for our clients and are constantly on the lookout for opportunities that will enable us to continue to drive revenue and share growth. We still see opportunities to continue to expand our businesses both organically and through recruitment of talented individuals who share our vision.”

Fortune's 100 Fastest-Growing Companies list includes only profitable, publicly traded companies with at least \$50 million in annual revenue and a market capitalization of at least \$250 million. Companies on the list must also have posted yearly revenue and earnings per share growth of at least 20 percent. This year, the list was expanded to include businesses from around the world listed on a U.S. exchange.

About Stifel Financial Corp.

Stifel Financial Corp. (NYSE: SF) is a financial services holding company headquartered in St. Louis. It operates 250 offices in 38 states and the District of Columbia through its principal subsidiary, Stifel, Nicolaus & Company, Incorporated, and 3 European offices through Stifel Nicolaus Limited. Stifel Nicolaus provides securities brokerage, investment banking, trading, investment advisory, and related financial services, primarily, to individual investors, professional money managers, businesses, and municipalities. Stifel Bank & Trust offers a full range of consumer and commercial lending solutions. To learn more about Stifel, please visit the Company's web site at www.stifel.com.

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Forward-Looking Statements

This press release contains certain statements that may be deemed to be “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. All statements in this press release not dealing with historical results are forward-looking and are based on various assumptions. The forward-looking statements in this press release are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in or implied by the statements. Factors that may cause actual results to differ materially from those contemplated by such forward-looking statements include, among other things, the following possibilities: the ability to successfully integrate the acquired companies or to complete the acquisition of the branch offices and financial advisors as part of the our transaction with UBS; a material adverse change in the financial condition; the risk of borrower, depositor and other customer attrition; a change in general business and economic conditions; changes in the interest rate environment, deposit flows, loan demand, real estate values, and competition; changes in accounting principles, policies or guidelines; changes in legislation and regulation; other economic, competitive, governmental, regulatory, geopolitical, and technological factors affecting the companies’ operations, pricing, and services; and other risk factors referred to from time to time in filings made by Stifel with the Securities and Exchange Commission. Forward-looking statements speak only as to the date they are made. Stifel does not undertake to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made. Stifel disclaims any intent or obligation to update these forward-looking statements.

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