

FOR IMMEDIATE RELEASE

STIFEL NICOLAUS HIRES PAUL B. COFFEE TO LEAD ROCKY MOUNTAIN REGION

ST. LOUIS, March 5, 2009 — Stifel, Nicolaus & Company, Incorporated is pleased to announce it has hired Paul B. Coffee to lead the firm's Rocky Mountain Region. He will serve as Senior Vice President and Managing Director.

Mr. Coffee comes to Stifel after 34 years at A.G. Edwards/Wachovia Securities, where he was Western Regional Director responsible for overseeing 70 offices. He is an alumnus of the University of Denver and Tulane University.

“As we continue the expansion of our Private Client Group in Colorado, Arizona, and Utah, we are pleased to have an experienced, highly respected individual like Paul Coffee leading our efforts,” said Ronald J. Kruszewski, Chairman and Chief Executive Officer of Stifel Nicolaus. “We've targeted the Rocky Mountain Region as a key area of strategic growth for the firm, and we are confident that, under Paul's leadership, other professionals will see the value of Stifel as a great home.”

“I am excited about bringing Stifel's entrepreneurial culture, lack of bureaucracy, outstanding technology, and award-winning research capabilities to new markets in the Rocky Mountain Region,” said Mr. Coffee. “In many regards, Stifel can offer quality financial advisors the freedom and autonomy that they can't find at the large wirehouses, and I am certain that more and more talented individuals will be attracted to all we have to offer.”

Coffee will be based out of the firm's Denver Private Client Group office, located at 1125 17th Street, Suite 1600. He can be reached by calling (303) 534-1180.

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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