

FOR IMMEDIATE RELEASE

**PETER KAPP JOINS STIFEL NICOLAUS'
FINANCIAL INSTITUTIONS INVESTMENT BANKING PRACTICE**

ST. LOUIS, January 26, 2009 – Stifel, Nicolaus & Company, Incorporated is pleased to announce that Peter Kapp has joined the firm's Investment Banking Department as a Managing Director in its Financial Institution Group.

Mr. Kapp comes to Stifel from Citigroup, where he was a Director in the Financial Institutions Group of the Investment Banking Division. During his career at Citigroup, he successfully completed numerous mergers and acquisitions, as well as public and private offerings of debt and equity securities for banks, specialty finance companies, brokerages, and asset managers. He served as a senior member of the Citigroup Investment Banking team which advised Citigroup on the sale of Legg Mason Capital Markets to Stifel Nicolaus. He later advised Stifel Nicolaus in connection with its acquisition of Ryan, Beck & Co.

At Stifel, Mr. Kapp will be based in New York and will serve as a senior relationship officer charged with delivering Stifel's services to an expanding range of client institutions, with a primary focus on the banking sector.

Ron Kruszewski, Chairman and Chief Executive Officer of Stifel Nicolaus, in commenting on Peter Kapp's joining Stifel, said "We have continued to invest in our financial services investment banking business. Peter complements our efforts and continues our evolution of our investment banking business, to deliver Stifel's product offering to a growing universe of clients. We know Peter uniquely well, having worked with him closely in the past, and know that his experience, knowledge, and relationships will help us grow our organization."

Peter Kapp added "I am delighted to join Stifel's growing investment banking practice. Stifel's strength in investment banking, combined with that of its capital markets and private client businesses, assures that it will play a significant role in restructuring the banking sector. Extraordinary circumstances demand new solutions. Working with the deep team at Stifel, we will provide high quality advice to a wide range of financial services institutions."

Mr. Kapp received a B.S.E. degree from Princeton University, and earned his M.B.A. degree from Columbia Business School.

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 203 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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