

FOR IMMEDIATE RELEASE

**STIFEL NICOLAUS RESEARCH ANALYSTS WIN FOURTEEN AWARDS
IN FT/STARMINE ANALYST SURVEY**

ST. LOUIS, May 19, 2009 — Stifel, Nicolaus & Company, Incorporated, a full-service brokerage and investment banking firm, is pleased to announce that its research analysts have won a total of 14 awards in the eighth annual FT/StarMine World's Top Analysts Survey, ranking the firm tied for seventh out of 192 firms. This marks the third consecutive year that Stifel has finished in the top ten.

The survey recognizes analysts who have turned in exemplary performances either as stock pickers or as earnings estimators during calendar year 2008. In determining the winners, StarMine identified the top ten stock pickers and earnings estimators overall and the top three stock pickers and earnings estimators in 63 industries.

Stifel analysts recognized for their stock-picking skill in this year's survey were:

- David Ross, #1 in the Road & Rail Industry
- Scott Devitt, #2 in the Internet & Catalog Retail Industry
- William Loomis, #2 in the IT Services Industry
- Todd Weller, #2 in the Healthcare Technology Industry
- Steve West, #2 in the Restaurants Industry
- Drew Crum, #3 in the Media Industry
- Todd Weller, #3 in the Software Industry

In the earnings estimate accuracy category, Drew Crum was recognized as the #2 Overall Estimator out of more than 2,000 analysts. Other award winners for earnings estimate accuracy were:

- Robert Craig and Jerry Herman, #1 in the Diversified Consumer Services Industry
- Drew Crum, #1 in the Media Industry
- John Larkin, #1 in the Road & Rail Industry
- Mark Swartzberg, #1 in the Beverages Industry
- Todd Weller, #1 in the Software Industry
- Collyn Gilbert, #2 in the Thrifts and Mortgage Finance Industry

“We are once again very proud of the performance of our analysts in this year's survey,” said Hugh Warns, Director of Research at Stifel Nicolaus. “Our #7 ranking marks our third consecutive year in the top 10 under the comprehensive stock picking and earnings accuracy methodology that StarMine employs.”

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 236 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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