

**FOR IMMEDIATE RELEASE**

**STIFEL NICOLAUS ANALYSTS WIN SIX AWARDS IN  
THE WALL STREET JOURNAL'S BEST ON THE STREET SURVEY**

**ST. LOUIS, June 4, 2009** — Stifel, Nicolaus & Company, Incorporated is pleased to announce that it received six awards in *The Wall Street Journal's* Best on the Street Analysts Survey for 2009. Overall, Stifel Nicolaus ranked ninth out of the 65 firms that qualified for the survey.

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

- David Ross, #1 in Industrial Transportation
- Steve West, #2 in Restaurants
- Christopher Grove, #4 in Food & Tobacco
- Eric Gommel, #4 in Healthcare Providers
- William Loomis, #5 in Internet & Computer Services
- Meyer Shields, #5 in Insurance: Non-Life

“Our analysts have consistently shown the ability to deliver quality investment ideas, and it's particularly rewarding to see them recognized in an objective measure such as the Best on the Street Analysts Survey,” commented Hugh Warns, Director of Research at Stifel Nicolaus. “The Research Group (including Legg Mason research acquired by Stifel on December 1, 2005) has ranked in the top 12 in each of the last six annual surveys, further validating our track record of success.”

Developed by *The Wall Street Journal* and FactSet Research Systems Inc., the 2009 Best on the Street Analysts Survey focused on 44 industries thought to be of particular interest to investors. Within each industry, the survey sought to identify the top five analysts based on recommendation-performance scores for 2008. Performance scores were calculated based on the estimated total return, including price changes and dividends, of each eligible stock an analyst covered in an industry. Positive and negative scores were given for being right or wrong about buy and sell recommendations.

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 238 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](http://www.stifel.com).

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