

FOR IMMEDIATE RELEASE

**STIFEL NICOLAUS ANNOUNCES SPONSORSHIP OF THE HASKINS AWARD
HONORING THE NATION'S TOP COLLEGIATE GOLFER**

ST. LOUIS, September 14, 2011 – Stifel, Nicolaus & Company, Incorporated, one of the nation's leading brokerage and investment banking firms, and principal subsidiary of Stifel Financial Corp., announced today its sponsorship of college golf's most prestigious award, the Haskins Award.

“We are excited and honored to be the presenting sponsor of the ‘Heisman Trophy of golf,’” said Ron Kruszewski, Chairman, President, and Chief Executive Officer of Stifel Financial Corp. “With our storied history of serving the needs of investors, Stifel Nicolaus is an excellent fit with the strong traditions of the Haskins Award and all that it represents.”

Now in its 41st year, the Haskins Award is given to the top collegiate golfer each season as determined by balloting among NCAA Division I golfers and golf coaches, national golf writers and columnists, golf-specific television media members, and past Haskins Award winners. Voting is administered by the 14-member Haskins Commission, which is headquartered at the Country Club of Columbus in Columbus, Georgia. The award is named in honor of Fred Haskins, former Head Golf Pro at the Country Club of Columbus, instructor to dozens of champion golfers, founder of the Southeastern Amateur Golf Tournament, and tireless promoter of amateur golf. Past Haskins Award winners include Stewart Cink, Ben Crenshaw, Luke Donald, David Duval, Charles Howell III, Graeme McDowell, Phil Mickelson, Curtis Strange, and Tiger Woods.

“The Haskins Commission is proud of its heritage. It began with Fred Haskins, during the Golden Age of Sports, and has continued with the gifted college golfers that since 1971 have earned the Haskins Award,” said Madden Hatcher Jr., President of the Haskins Commission. “As we begin our partnership with Stifel Nicolaus and blend our rich histories, we know our contributions to amateur golf will expand and grow.”

The winner of the Haskins Award for the 2011-12 college golf season will be announced in September 2012. Additional information on the Haskins Award can be found at www.haskinsaward.org, while a leaderboard ranking the top contenders for this year's award is available at *Golfweek* magazine's Haskins Watch website – www.golfweek.com/haskins.

About Stifel Financial Corp.

Stifel Financial Corp. (NYSE: SF) is a financial services holding company headquartered in St. Louis. It operates 314 offices in 44 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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