

FOR IMMEDIATE RELEASE

**STIFEL FINANCIAL TO PRESENT AT THE
JMP SECURITIES FINANCIAL SERVICES & REAL ESTATE CONFERENCE**

ST. LOUIS, September 20, 2011 – Stifel Financial Corp. (NYSE: SF) today announced its participation in the JMP Securities Financial Services & Real Estate Conference on Monday, September 26, 2011, at the St. Regis New York Hotel in New York City. Ron Kruszewski, Chairman, President, and CEO, is scheduled to present at 11:00 a.m. Eastern time.

A live audio webcast and a copy of the presentation materials will be available directly through the Investor Relations section of the company's web site, www.stifel.com, on September 26, 2011. For those who cannot listen to the live broadcast, an audio replay will also be available through the above-referenced web site following the completion of the presentation for a period of 30 days. The presentation may include forward-looking statements.

Company Information

Stifel Financial Corp. (NYSE: SF) is a financial services holding company headquartered in St. Louis, Missouri that conducts its banking, securities, and financial services business through several wholly owned subsidiaries. Stifel clients are primarily served in the U.S. through 312 offices in 44 states and the District of Columbia through Stifel, Nicolaus & Company, Incorporated and Thomas Weisel Partners LLC, and in Canada through Stifel Nicolaus Canada Inc. Clients in the United Kingdom and Europe are served through offices of Stifel Nicolaus Limited and Stifel Nicolaus Europe Limited (formerly Thomas Weisel Partners International Limited). Each of the broker-dealer affiliates provides securities brokerage, investment banking, trading, investment advisory, and related financial services 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 website at www.stifel.com.

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