

FOR IMMEDIATE RELEASE

**STIFEL ANNOUNCES REDEMPTION OF
OUTSTANDING 5.375% SENIOR NOTES DUE 2022**

ST. LOUIS, July 26, 2016 – Stifel Financial Corp. (NYSE: SF) today announced that it will redeem 100% of its outstanding 5.375% Senior Notes due 2022 (the “Notes”) on August 12, 2016, the redemption date.

The redemption price is equal to the sum of \$150 million, the principal amount of the Notes outstanding, and accrued and unpaid interest on the Notes up to, but not including, the redemption date.

U.S. Bank N.A., the Trustee for the Notes, may be contacted by logging on to its website at www.usbank.com/corporatetrust and clicking on the “Bondholder Information” link for Redemption instructions. You may also contact its Bondholder Communications team at 1-800-934-6802 Monday through Friday from 8 AM to 6 PM CST.

This is not an offer to sell or a solicitation of an offer to buy any securities.

Stifel 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’s broker-dealer clients are served in the United States through Stifel, Nicolaus & Company, Incorporated; Keefe Bruyette & Woods, Inc.; Miller Buckfire & Co., LLC; and Century Securities Associates, Inc., and in the United Kingdom and Europe through Stifel Nicolaus Europe Limited. The Company’s broker-dealer affiliates provide 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. Stifel Trust Company, N.A. and Stifel Trust Company Delaware, N.A. offer trust and related services. To learn more about Stifel, please visit the Company’s web site at www.stifel.com.

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