

FOR IMMEDIATE RELEASE

**STIFEL FINANCIAL CHAIRMAN AND CEO ESTABLISHES 10b5-1 TRADING PLAN;
SELLS 100,000 SHARES PURSUANT TO PLAN**

ST. LOUIS, MO – March 11, 2010 – Stifel Financial Corp. (NYSE: SF) announced today that Ronald J. Kruszewski, Chairman and Chief Executive Officer, has established a trading plan in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934. Rule 10b5-1 permits individuals who may come into possession of material, non-public information about a company to establish a prearranged plan to buy or sell stock, regardless of whether they are in possession of material, non-public information at the time of the transaction.

Under the plan, Mr. Kruszewski sold 100,000 shares of Stifel Financial common stock between March 9 and 11, 2010, which is the total amount of shares authorized under the plan. Mr. Kruszewski executed the sales for financial and estate planning purposes and does not intend to sell additional shares of Stifel Financial in the foreseeable future. Prior to the sales, Mr. Kruszewski beneficially owned approximately 1,094,000 Stifel Financial shares. The sales represent approximately 9% of his total holdings.

The details with respect to the sales will be reported by Mr. Kruszewski pursuant to a Form 4 filed with the Securities and Exchange Commission within two business days after each of the sales.

Company Information

Stifel Financial Corp. (NYSE: SF) is a financial services holding company headquartered in St. Louis. Stifel Financial operates 295 offices in 42 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 Financial, please visit the Company's web site at www.stifel.com.

Forward-Looking Statements

This press release contains certain statements that may be deemed to be "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. All statements in this press release not dealing with historical results are forward-looking and are based on various assumptions. The forward-looking statements in this press release are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such forward-looking statements. Factors that may cause actual results to differ materially from those contemplated by such forward-looking statements include, among other things, the following possibilities: the ability to successfully integrate acquired companies or branch offices and financial advisors; a material adverse change in financial condition; the risk of borrower, depositor and other customer attrition; a change in general business and economic conditions; changes in the interest rate environment, deposit flows, loan demand, real estate values, or competition; changes in accounting principles, policies or guidelines; changes in legislation or regulation; other economic, competitive, governmental, regulatory, geopolitical or technological factors affecting our operations, pricing and services; and other risk factors referred to from time to time in filings made by us with the Securities and Exchange Commission. Forward-looking statements speak only as of the date they are made. Stifel does not undertake to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made. Stifel Financial disclaims any intent or obligation to update these forward-looking statements.

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