

FOR IMMEDIATE RELEASE

FORTUNE NAMES STIFEL FINANCIAL CORP. TO 100 FASTEST-GROWING COMPANIES LIST

ST. LOUIS, August 24, 2010 – Stifel Financial Corp. (NYSE: SF), a full-service brokerage and investment banking firm, is pleased to announce that it has been named to FORTUNE’S annual 100 Fastest-Growing Companies list for a second consecutive year. The company ranked #5 in the Financial Services Industry and #65 overall.

In compiling the list, FORTUNE ranked companies based on the last three-year annual revenue growth rate, earnings per share (EPS) growth rate, and total return for the period ended June 30, 2010. Stifel’s annual growth rates were revenues of 27%, EPS of 54%, and total return to investors of 3%. The overall ranking was based on the sum of the three rankings.

“For a second year in a row, we are honored to be selected as one of the top 100 fastest-growing companies. This recognition is a testament to our dedicated, highly entrepreneurial associates who work to put our clients first. We have added a number of highly skilled professionals during the past year, who have each contributed to our growth rate and success as a company. We will continue to opportunistically take advantage of growth opportunities as they are presented,” said Ronald J. Kruszewski, Chairman, President, and CEO of Stifel Financial Corp.

To qualify for FORTUNE’S 100 Fastest-Growing Companies list, foreign or domestic companies must trade on a major U.S. stock exchange, file quarterly reports with the SEC, have a minimum market capitalization of \$250 million and a stock price of at least \$5 on June 30, 2010, and have been trading continuously since June 30, 2007. The company must also have revenue and net income of at least \$50 million and \$10 million, respectively, for the four quarters ended on or before April 30, 2010. Finally, the company must have posted an annualized growth in revenue and EPS of at least 15% annually over the three years ended on or before April 30, 2010.

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 310 offices in 43 states and the District of Columbia through Stifel, Nicolaus & Company, Incorporated and Thomas Weisel Partners LLC, and in two Canadian provinces through Stifel Nicolaus Canada Inc. Clients in the United Kingdom and Europe are served through offices of Stifel Nicolaus Limited and Thomas Weisel Partners International Limited. Each of the broker-dealer affiliates provide securities brokerage, investment banking, trading, investment advisory, commercial and retail banking, 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 web site at www.stifel.com.

Cautionary Note Regarding 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 in or implied by the 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 the branch offices and financial advisors; a material adverse change in the 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, and competition; changes in accounting principles, policies, or guidelines; changes in legislation and regulation; other economic, competitive, governmental, regulatory, geopolitical, and technological factors affecting the companies' operations, pricing, and services; and other risk factors referred to from time to time in filings made by Stifel Financial Corp. with the Securities and Exchange Commission. Forward-looking statements speak only as to the date they are made. Stifel Financial Corp. disclaims any intent or obligation to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made.

Investor Relations Contact:

Sarah Anderson

(415) 364-2500

investorrelations@stifel.com