

## RIFCO Insider Increasing Holdings

**Red Deer, Alberta, January 3, 2008:** Tim Peterson (Peterson) has announced in an early warning acquisition report that he has acquired an additional 100,000 Common shares on the TSX Venture Exchange.

After giving effect to this transaction Peterson owns 524,444 Common shares directly, controls 335,334 Common shares which are beneficially owned by family and indirectly owns 2,450,000 Common shares (12.74%) through Sorbrick Capital Corp for a total of 3,309,778 (17.21%). There are no other persons acting jointly or in concert with Peterson.

The purchase is for investment purposes only and Peterson is considering additional purchases. Peterson reserves the right to purchase additional securities or from time to time to dispose of securities of RIFCO.

As of January 3, 2008, RIFCO has outstanding 19,229,598 Common shares.

### **About RIFCO Inc**

RIFCO is a specialty consumer finance corporation currently providing motorists with non-prime Auto Purchase Financing and mid-market Automotive & Commercial Repair Financing. RIFCO has a growing network of new & used vehicle dealers and licensed repair facilities operating in all provinces except Saskatchewan and Quebec. RIFCO Inc. operates through its wholly owned subsidiary Repair Industry Finance Corporation.

**The common shares of RIFCO INC. are traded on the TSX Venture Exchange under the symbol "RFC".**

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*The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release*