

PRESS RELEASE

RIFCO to Present at Calgary Small-Cap Conference

Red Deer, Alberta. March 8th, 2010; RIFCO Inc. (TSXV: RFC) is pleased to advise that Bill Graham, President and CEO will, on the evening of March 23rd provide a 15 minute presentation on RIFCO's "Vision for the Future" at The Small-Cap Conference held at the Coast Plaza Hotel & Conference Centre in Calgary.

Investors are invited to register for the one evening conference at www.smallcapconference.ca/register.php. Admission is free with pre-registration.

The Small-Cap Conference places a focus on a smaller group of solid companies that are generating stable cash flow and earnings. You will have a chance to interact directly with the senior management of each of these companies.

The Conference will also feature two prominent guest speakers.

You will not want to miss the presentation of Brent Todd from Canaccord Capital who has had tremendous success with his small-cap picks. His perspective on the Canadian economy and its interaction with small-cap stocks is both enlightening and refreshing.

Also Peter Linder, oil & gas analyst from DeltaOne Capital will provide his outlook on the oil & gas industry.

About RIFCO

RIFCO is one of Canada's fastest growing automotive finance companies. Non-traditional auto loans are indirectly originated through a growing network of selected new and used vehicle dealers operating in all provinces except Saskatchewan and Quebec.

The common shares of RIFCO INC. are traded on the TSX Venture Exchange under the symbol "RFC". There are 19.23 Million shares (basic) outstanding and 20.98 million (fully diluted) shares.

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