

RIFCO Updates Investor Relations Materials

Red Deer, Alberta. March 24th, 2010; RIFCO Inc. (TSXV: RFC) would like to advise that an updated Investor Presentation and Corporate Profile has been posted to the RIFCO website.

As always, interested parties may register at RIFCO.NET to subscribe to receive email updates on the Companies activities.

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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