

PRESS RELEASE

2010 Ernst & Young “Entrepreneur of the Year” Award

Red Deer, Alberta, July 12th, 2010: The independent directors of RIFCO are pleased to congratulate RIFCO’s co-founders Bill Graham (President & CEO) and Lance Kadatz (VP & CFO) for being named as finalists for the Ernst & Young *Entrepreneur of the Year* 2010 award.

Stuart Hensman and Jim Nieuwenburg stated, “On behalf of the RIFCO Board of Directors, management and employees, we are pleased to acknowledge the accomplishments of Bill Graham and Lance Kadatz that is recognized by being named finalists for this prestigious award. All of us are aware of the important contribution Bill and Lance have made in building RIFCO into such a vibrant and successful business.”

On July 6th Ernst & Young announced that Lance Kadatz and Bill Graham are finalists in the Professional/Financial Services category for the Prairie region. David Boomer, Director of *Entrepreneur of the Year* for the Prairies region stated in the press release “*This year’s Prairies finalists have transformed innovative ideas into viable, sustainable enterprises, created jobs and built thriving communities, by showing tremendous focus and strength of character, these leaders have successfully taken their businesses to the next level.*”

The names of the Prairies winners in each category will be announced at a gala banquet in Calgary on October 14th and the overall winner will represent the region at the national banquet in Toronto on November 17th.

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 20.63 million (fully diluted) shares.

CONTACT:

RIFCO INC.

Lance A. Kadatz

Vice President and Chief Financial Officer

Telephone: 1-403-314-1214 EXT 111

Fax: 1-403-314-1132

Email: kadatz@rifco.net

Website: www.rifco.net

Neither TSX Venture Exchange nor its Regulation Services Provider accepts responsibility for the adequacy or accuracy of this release.

