

RIFCO grants options

Red Deer, Alberta, July 12, 2010: RIFCO Inc. (TSX.V-RFC) has granted 300,000 stock options to senior officers and directors of the Company. The options were granted at an exercise price of \$0.42 per common share and will expire on July 12, 2015. The options will vest over two years.

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 20.93 million (fully diluted) shares.

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