

PRESS RELEASE

RIFCO Releases Annual Report and Annual Objectives

Red Deer, Alberta, August 9th, 2010: RIFCO Inc. (TSX.V-RFC) has published its Annual Report for the year ended March 31, 2010 which include a message from the President in addition to the previously released annual financial statements and the related management's discussion and analysis. Copies of the Annual Report can be viewed at www.sedar.com or at www.rifco.net.

RIFCO's custom of including specific measurable objectives annually in the President's Message continues for the fiscal year ending March 31, 2011. Progress towards these objectives is noted in each quarterly report.

The following are the 2011 objectives as reported in the President's Message.

- **Achieve Record Loan Originations of over \$50 million**
- **Achieve Record Managed Assets of over \$75 million**
- **Achieve Record Revenue of over \$14 million**
- **Achieve an Annualized Write Off rate below 5.5%**
- **Achieve Record Net Income of over \$1.5 million**

We encourage interested parties to review the 2010 Annual Report and compare RIFCO's results against our stated 2010 objectives.

RIFCO's Annual Shareholders meeting will be held on September 9, 2010 at 3:00PM at the Red Deer Lodge, 4311 - 49th Avenue, Red Deer, Alberta. We look forward to meeting with our shareholders and interested parties to detail the 2010 results and share our vision for the future.

About RIFCO Inc.

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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