

## RIFCO to Present at Vancouver Small-Cap Conference

Red Deer, Alberta. October 4th, 2010; RIFCO Inc. (TSXV: RFC) is pleased to advise that Bill Graham, President and CEO will present at the 2010 Vancouver Small-Cap Conference.

On the evening of October 28th, Bill Graham will provide a 10 minute presentation on RIFCO's "Vision for the Future" at The Small-Cap Conference held at the Vancouver Conference and Exhibition Centre.

Investors are invited to register for the one evening conference at [www.smallcapconference.ca/register.php](http://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.

### **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.**

### **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](mailto:kadatz@rifco.net)

Website: [www.rifco.net](http://www.rifco.net)

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