

PRESS RELEASE

RIFCO Staff Supports Haiti Orphanage

Red Deer, Alberta, December 22nd, 2010: RIFCO Inc. (TSX.V-RFC) is pleased to announce that its staff is donating \$5,000 to the Haitian Children's Aid Society (HCAS). HCAS has provided food, shelter, medical care, educational opportunities and means of life to orphans and other children in need in Haiti, since 2004.

During the year, RIFCO's 35 staff members raised money for the cause by holding 50/50 draws, auctions, a garage sale, pancake breakfasts as well as numerous other staff supported events. This was the first year that RIFCO staff focused their efforts on one specific charity.

RIFCO staff selected to support the Haitian Children's Aid Society given the tremendous need in Haiti.

The Company is proud of the efforts of the RIFCO charity committee for their work in 2010. During the year two employees visited the orphanage in Haiti to do volunteer work in times of crisis.

About Haitian Children's Aid Society

HCAS is a registered Charity in Canada. HCAS is governed by a volunteer board of directors who are drawn together from a variety of backgrounds by a common passionate concern to help Haiti's poor. Most of the board members have done volunteer work in Haiti and many have adopted children from there as well. Since 2004, over 60 children have been adopted into loving Canadian family homes with assistance from HCAS. For more information please visit www.hcas.ca or send an email to info@hcas.ca.

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 19.38 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 7007

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

