

PRESS RELEASE

RIFCO Featured on the “Real Deal” Business Show

RIFCO is featured in the current episode of the Real Deal Business Show along with five other small-cap companies. This episode can be viewed at www.fulucai.tv.

The “Real Deal” business show is designed to show investors what issues investment professionals consider when making investment decisions regarding small-cap public companies. Multiple companies are examined and the investor can vote to indicate which companies you think offers the better investment opportunity.

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 19.53 million shares (basic) outstanding and 20.93 million (fully diluted) shares.

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