

PRESS RELEASE

RIFCO hits Alberta Ventures “Stockwatch - Top 50 on the TSX Venture” List

Red Deer, Alberta, February 11, 2011: RIFCO INC. (TSX.V: RFC) is pleased to announce, the Company is ranked 48th on Alberta Venture Magazines “Stockwatch - Top 50” ranking of TSX Venture listed Companies by Market Capitalization.

While RIFCO was listed 48th by size, it should be noted of the top 50 in 2010, RIFCO was ranked as 13th best performing stock with a total return of 86.67%. RIFCO was also ranked as the 11th best performing stock over the last 5 years with a total return of 40%.

“Stockwatch – Top 50 on the TSX Venture” can be found in the February 2011 issue of Alberta Venture magazine.

About Alberta Venture Magazine

Alberta Venture is Alberta’s best-read business magazine and is committed to influential reporting, timely editorial coverage and superior design. Alberta Venture publishes a must-read magazine filled with exceptional business stories and profiles, detailed industry reports, award-winning photography and helpful information on current business trends.

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

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