

PRESS RELEASE

RIFCO Ranked as one of Canada's Fastest-Growing Companies by PROFIT Magazine

Red Deer, Alberta., June 1, 2011: RIFCO INC. (TSX.V: RFC) is pleased to announce that the Company has been ranked 197th on the 23rd annual PROFIT 200 ranking of Canada's Fastest-Growing Companies by PROFIT Magazine. RIFCO achieved a five year revenue growth rate of nearly 200%.

Ranking Canada's Fastest-Growing Companies by five-year revenue growth, the PROFIT 200 profiles the country's most successful growth companies. Published in the summer issue of PROFIT and online at PROFITguide.com, the PROFIT 200 is Canada's largest annual celebration of entrepreneurial achievement.

"The PROFIT 200 companies are the innovative, high-growth enterprises Canada needs to compete on the global stage," says Ian Portsmouth, Editor-in-Chief of PROFIT Magazine. "PROFIT is proud to celebrate their achievements and ambitions, and we encourage all businesspeople to learn more about the many ways they've come so far, so fast".

Bill Graham, President and CEO stated "RIFCO is pleased to accept our place in this year's ranking of Canada's fastest growing companies. The past five years have provided companies with both the best and the worst of times through a full Canadian economic cycle. At RIFCO, we are proud to have provided our shareholders with profitable growth through this volatile period."

About PROFIT: Your Guide to Business Success

PROFIT: Your Guide to Business Success is Canada's pre-eminent publication dedicated to the management issues and opportunities facing small and mid-sized businesses. For 29 years, Canadian entrepreneurs and senior managers across a vast array of economic sectors have remained loyal to PROFIT because it's a timely and reliable source of actionable information that helps them achieve business success and get the recognition they deserve for generating positive economic and social change. Visit PROFIT online at PROFITguide.com.

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 19.68 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

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