

PRESS RELEASE

RIFCO grants options

Red Deer, Alberta, July 11, 2011: RIFCO Inc. (TSX.V-RFC) as part of its regular review of compensation, the Board of Directors has approved the grant of 305,000 stock options to senior officers and directors of the Company. The options were granted at an exercise price of \$0.97 per common share and will expire on July 5, 2016. The options will vest over two years.

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 19.78 million shares (basic) outstanding and 21.34 million (fully diluted) shares.

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