

RIFCO Releases Annual Report and Annual Objectives

Red Deer, Alberta, July 20th, 2011: RIFCO Inc. (TSX.V-RFC) has published its Annual Report for the year ended March 31, 2011 which include a message from the President in addition to the previously released annual financial statements and the related management's discussion and analysis. Copies of the Annual Report can be viewed at www.sedar.com or at www.rifco.net.

Rifco's custom of including specific measurable objectives annually in the President's Message continues for the ninth consecutive annual report. For the fiscal year ending March 31, 2012, the following objectives have been set. Progress towards these objectives will be updated in each quarterly report.

Rifco's accounting framework will be changing in 2012. Starting for the quarter ending June 30, 2011, we will begin reporting under the adopted International Financial Reporting Standards (IFRS). The most significant impact of these new standards will be reflected in the way that we report our securitization activities. For accounting purposes, securitized loans will not be removed from our list of assets, and the timing of the recognition of income will be over the life of the loan. The total amount of income earned over the life of a loan will be unchanged. This will be the first year that our specific measurable objectives will be reported under IFRS accounting.

2012 Objectives

- Achieve Record Loan Originations of over \$65 million.
- Achieve Record Managed Assets of over \$95 million.
- Achieve Record Revenue of over \$17 million.
- Achieve Net Income of over \$1.6 million.
- Achieve an Annualized Write Off rate below 4.25%.

In addition, we are pleased to report Rifco's results against our stated 2011 objectives.

- Achieve Record Loan Originations of over \$50 million.
- ***Loan originations in the year totaled \$43.90M, a new record.***
- Achieve Record Managed Assets of over \$75 million.
- ***Managed finance receivables in the year grew to \$73.33M, a new record.***
- Achieve Record Revenue of over \$14 million.
- ***Revenue in the year totaled \$16.58M, a new record.***
- Achieve an Annualized Write Off rate below 5.50%.
- ***Achieved annualized credit loss rate of 4.38%.***
- Achieve Record Net Income of over \$1.5 million.
- ***Net income in the year totaled \$2.13M, a new record.***

RIFCO's Annual Shareholders meeting will be held on September 8, 2011 at 3:00PM at the Red Deer Lodge, 4311 - 49th Avenue, Red Deer, Alberta. We look forward to meeting with our shareholders and interested parties to detail the 2011 results and share our vision for the future.



PRESS RELEASE

About Rifco

RIFCO Inc. operates through its wholly owned subsidiary Rifco National Auto Finance Corporation to provide automobile loans through its dealership network across Canada.

Rifco National Auto Finance provides consumers with financing options on new and used vehicles. Rifco National Auto Finance specializes in building long-term partnerships with dealers by investing time in personalized services through dedicated account representatives. Rifco's quick credit decisions, common sense lending, and expedited funding processes give its dealers better financing options and more closed deals. Rifco's most successful partnerships result in graduated recognition programs for its loyal dealerships.

Rifco is committed to continuing growth. Key strategies for achieving this growth include the expansion of its automobile dealer base, excellence in credit and collections processes, and exceptional service to its Dealer partners and its customers.

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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Certain information contained in this press release, including information and statements which may contain words such as "objective", "estimates", "would", "will", "contemplates", "expects" and similar expressions and statements relating to matters that are not historical facts, are forward-looking information including, but not limited to, information as to future performance.

This forward-looking information is based on certain material factors, assumptions and analyses made by Rifco in light of its experience and its perception of historical trends, current conditions and expected future developments as well as other factors it believes are appropriate in the circumstances. However, whether actual results, performance or achievements will conform with Rifco's conclusions, forecasts, projections, expectations and predictions expressed or implied by the forward-looking information in this press release is subject to known and unknown risks and uncertainties which could cause actual results to differ materially from Rifco's conclusions, forecasts, projections, expectations and predictions expressed or implied by the forward-looking information in this press release, including: adverse market and economic conditions. Additional risks may be described in Rifco's Annual Report for the most recently completed financial year end which may be found on SEDAR at www.sedar.com. If any of the above risks or uncertainties materialize, or if the material factors, assumptions and analyses applied by Rifco are incorrect, actual results may vary materially from those expected in the forward-looking information in this press release.

Consequently, all of the forward-looking information contained in this press release is qualified by these cautionary statements and there can be no assurance that the actual results or developments anticipated by Rifco expressed or implied by the forward-looking information in this press release will be realized or, even if substantially realized, that they will have the expected consequences to or effects on Rifco or its business operations. Rifco assumes no obligation, except as required by law, to update publicly any such forward-looking information, whether as a result of new information, future events or otherwise. Readers should not place undue reliance on forward-looking information.

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