

RIFCO to Present at Vancouver Small-Cap Conference

Red Deer, Alberta. October 17th, 2011; RIFCO Inc. (TSXV: RFC) is pleased to advise that Bill Graham, President and CEO will, on the evening of October 20th, provide a 10 minute investor presentation in Vancouver.

The presentation will recap the Company's latest record setting year and will describe why upcoming years are anticipated to set new growth and profitability milestones.

The Small-Cap Conference held at the Vancouver Convention Centre. Investors are invited to register for the one evening conference at www.smallcapconference.ca. Admission is free with pre-registration.

The Small-Cap Conference places a focus on a smaller group of solid companies that are generating stable cash flow and earnings. Attendees will have a chance to interact directly with the senior management of each of these companies.

The Conference will also feature two prominent guest speakers.

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.

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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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.

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