

PRESS RELEASE

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

Red Deer, Alberta., June 4, 2012: RIFCO INC. (TSX.V: RFC) is pleased to announce that the Company has been ranked 139th on the 24th annual PROFIT 200 ranking of Canada's Fastest-Growing Companies by PROFIT Magazine. RIFCO achieved a five year revenue growth rate of nearly 328%.

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 an inspiration to Canadian entrepreneurs and would-be-entrepreneurs," says Ian Portsmouth, Editor-in-Chief of PROFIT Magazine. "PROFIT is proud to celebrate the success of these business people, who, despite a challenging economy, have achieved outstanding success in a wide variety of fields."

"RIFCO's success can be largely attributed to our culture of dealer partnerships and exceptional service." said Bill Graham, President and CEO "Our strategy remains to de-commoditize our auto lending niche. We have invested in excellent employees that deliver common-sense solutions to our dealers'. As a result, we have continued to achieve very strong growth rates."

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 30 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 Inc.

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 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 20.08 million shares outstanding and 21.41 million (fully diluted) shares.

CONTACT:

RIFCO INC.

Lance A. Kadatz

Vice President and Chief Financial Officer

Telephone: 1-403-314-1288 EXT 7007

Fax: 1-403-314-1132

Email: kadatz@rifco.net

Website: www.rifco.net

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