

RIFCO to Present at Vancouver Small-Cap Conference

Red Deer, Alberta. October 25th, 2012; RIFCO Inc. (TSXV: RFC) is pleased to advise that Bill Graham, President and CEO will, on the evening of November 6th, provide a 15 minute investor presentation at the Small-Cap Conference 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.

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 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 20.25 million shares (basic) outstanding and 21.80 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

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

