

RIFCO expands to Saskatchewan

Red Deer, Alberta. December 3rd, 2012; RIFCO Inc. (TSXV: RFC) is pleased to advise that the Company is expanding into the Province of Saskatchewan.

Saskatchewan has a robust economy and has the second fastest growing population base in Canada. The province also has the largest percentage of workers under 24 and the lowest housing costs in Canada. These metrics along with a strong dealership base requesting our presence make Saskatchewan an attractive place for RIFCO to do business.

We look forward to forging strong partnerships with Saskatchewan auto dealerships.

RIFCO now operates in all provinces in Canada except Quebec.

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.

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