

Rifco Issues Common Shares under Employee Share Ownership Plan

Red Deer, Alberta. July 2, 2013: Rifco Inc. (TSXV: RFC) (“Rifco” or the “Company”) on July 2, 2013, issued 6,953 Common Shares to employees from Treasury under the Company’s Employee Share Ownership Plan (ESOP). Included in the issuance were 4,425 Common Shares to officers. The issue price of the Common Shares was \$4.61, being the weighted average trading price of the Common Shares on the TSX Venture Exchange (the “TSXV”) for the five (5) days preceding the issuance.

Pursuant to the policies of the TSXV, the Company is required to issue a press release when Common Shares are issued from Treasury to officers who are insiders of the Company under the ESOP.

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 20.80 million shares outstanding and 22.20 million (fully diluted) shares.

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