

Rifco Launches with Salesforce.com

Red Deer, Alberta, May 7, 2013; Rifco Inc. (TSXV: RFC) is pleased to announce that it has launched with Salesforce.com an awarding winning leader in enterprise cloud based technology.

Salesforce.com provides full spectrum software that allows both Rifco's sales team members and Rifco's credit team members to easily engage in real time dealership relationship management. It provides a single source data base that allows the Company's regional managers and head office key functionality to communicate together with a strong focus on dealer/lender relationship. All sales and dealer meetings will use mobile technology tailored to Rifco's key strengths of relationship lending so they can interface back to head office efficiently. Dealership enrollment document processing activities are also tracked and controlled in the Salesforce.com platform.

Rifco expects time and sales efficiency gains due to the launch of Salesforce.com as it continues to build both human and technology to enhance its dealer relationships.

This new solution launch will assist in a wider Company initiative to develop internal infrastructure capacity that is sufficient and scalable to meet the needs of originating up to \$500 million dollars per year in new loans.

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 20.79 million shares (basic) outstanding and 21.80 million (fully diluted) shares.

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