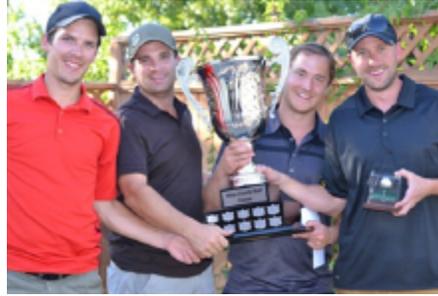


MEDIA ADVISORY



Kathleen Taylor, Executive Director HCAS and Kerri Hayward, Rifco Charity Committee, are pleased to present the Haitian Children's Aid Society with over \$25,000.



Winners of the 2nd Annual Rifco Charity Golf Classic, with the "Rifco Cup". L - R: Devan Decksheimer, Kyle Keegan, Kyle Waddell, Josh Baker

For Immediate Release
MEDIA ADVISORY

Rifco Charity Golf Classic a Huge Success

INNISFAIL - Rifco would like to extend our gratitude for the overwhelming support received for the 2nd Annual Rifco Charity Classic that was held at the Innisfail Golf and Country Club (South of Red Deer, AB) on September 10, 2013.

Rifco welcomed over 100 participants from all over North America for a perfect day of golf. Participants ranged from those in the auto industry, financial services, to local vendors. The winning team of Devan Decksheimer, Josh Baker, Kyle Keegan and Kyle Waddle, in the best ball format, shot a stellar 17 under par, taking home the "Rifco Cup".

The Rifco Charity Classic is organized to raise funds to rebuild the Haiti Children's Home orphanage after the devastating earthquake in January 2010. Every year the staff at Rifco chooses a worthy charity to support and for the past 4 years the staff has chosen an orphanage supported by Haitian Children's Aid Society (HCAS), a registered Canadian charity.

Over \$25,000 was raised; more than double what was raised last year.

Kathleen Taylor, Executive Director of HCAS was overwhelmed by the support and total, "There was such generosity in the room. Everybody wants to help in one way or another, and going to Haiti isn't for everyone, but learning how they can make a difference by sponsoring a child or by making a donation, it was great to see."

"The money raised at last year's golf tournament went to building 3 houses at the orphanage. This year, the money raised will be used to build solar panels for the orphanage which will provide consistent power and will save us \$25,000 annually on electrical bills. One of our core values at HCAS is to empower and support the people of Haiti for a sustainable future."

CFO, Lance Kadatz, couldn't have said it any better, "What better way to spend a gorgeous sunny Tuesday than on the golf course raising money for an organization that is near and dear to the hearts of Rifco. As a company, we are lucky to have partners in business that care about what we are doing outside of the finance business."

MEDIA ADVISORY

About Haitian Children's Aid Society:

In 2005, HCAS was born when several adoptive families in Alberta joined forces to "give-back" to the community of Mirebalais, Haiti. Originally, HCAS was formed to provide dedicated fundraising support to the Haiti Children's Home. Now, since the earthquake of 2010, this faithful group of individuals has committed to come alongside the people of Mirebalais to empower them to rebuild the orphanage after the earthquake and assist them in realizing their vision of providing essential community services.

We would like to take this opportunity to thank all our volunteers for their hard work in organizing the event and the great support by all our Sponsors.

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Mark your calendars and plan now to attend next year's event that will again be held on September 9th, 2014 at the Innisfail Golf Club.

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.

The common shares of Rifco Inc. are traded on the TSX Venture Exchange under the symbol "RFC". There are 20.95 million shares (basic) outstanding and 22.21 million (fully diluted) shares.

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