

# PRESS RELEASE

## Rifco named to the TSX Venture 50 for the second consecutive year

Red Deer, Alberta. February 12, 2014; Rifco Inc. (TSXV:RFC) is pleased to announce that it has achieved a ranking in the 2014 TSX Venture 50® for the second consecutive year.

Every year, the TSX Venture 50 ranks the strongest companies on TSX Venture Exchange by share price, trading volume, market capitalization and analyst coverage. The winning companies have seen impressive growth over the past year, offered strong return to their shareholders and are actively traded in the market.

Rifco was first named to this distinguished group in 2013 and is honored to be named once again in 2014 for its 113% appreciation in stock price and 120% increase in market capitalization.

### **About Rifco**

Rifco Inc. operates through its wholly owned subsidiary Rifco National Auto Finance Corporation in order 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.**

### **CONTACT:**

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