

PRESS RELEASE

Rifco Provides update to April 1 News Release (the “April Fool’s Day Release”)

Red Deer, Alberta. April 8, 2015

On April 1, 2015 (April Fool’s Day) Rifco Inc. (TSXV: RFC) announced the launch into a new market to finance children’s toy rechargeable leisure vehicles. Rifco would like to thank all of its shareholders and other interested parties for the complimentary comments with respect to the April Day Release.

Rifco will continue to focus on its historical business.

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 Fast Forward 500 Club status for its loyal dealerships.

Rifco is committed to continuing growth. Key strategies for achieving this growth include the expansion of its automobile dealer base and 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 21.23 million shares (basic) outstanding and 22.70 million (fully diluted) shares.

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