

Rifco Ranked by the Globe and Mail's Report on Business

Red Deer, Alberta. July 13, 2015: Rifco Inc. (TSXV: RFC) ("Rifco" or the "Company") is pleased to report that the Company has been ranked No. 393 on the "Top 1000: Exclusive rankings of Canada's most profitable companies" by The Globe and Mail's Report on Business Magazine published on June 23, 2015. The companies being ranked are the 1,000 largest publicly traded Canadian corporations, measured by assets. Rankings are based on after-tax profits in the most recent fiscal year, excluding extraordinary gains or losses.

Rifco's ranking on this year's list was based on the Company's March 31, 2014 year end results.

Rifco was ranked as 393rd for largest profit - \$6.4M, up from a 426th ranking in the prior year.

Rifco was ranked 12th for largest return on common equity - 44%, down from a 10th ranking in the prior year. The average annual return on common equity in the last 5 years was 35%.

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 Fast Forward 500 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, 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 21.35 million shares outstanding and 22.70 million (fully diluted) shares.

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