

Rifco Annual Charity Golf Classic Raises \$27,000 for the Red Deer Food Bank

Red Deer, Alberta, September 7, 2016: Rifco Inc. (TSX.V-RFC) is pleased to announce that Rifco National Auto Finance Corporation and its staff raised \$27,000 for the Red Deer Food Bank through its 5th Annual Charity Golf Classic.

Rifco would like to extend our gratitude for the strong sponsorship support received for the event held at the Innisfail Golf and Country Club on August 23, 2016. Rifco welcomed participants from across the country. The winning team of Alexi Olcheski, Paul McKay, Tom Langford and Troy Klaus took home the coveted "Rifco Cup".

The Rifco Charity Golf Classic is organized every year to raise funds for a charity selected by the Rifco staff. The Red Deer Food Bank will be the recipient of this year's fundraising events.

Alice Kolisnuk, Deputy Director of the Red Deer Food Bank Society was overwhelmed by the outcome of the event. "The tremendous support shown through the Rifco Golf Tournament is absolutely heartwarming and overwhelming. It is also proof that when just a few people get together truly great things can happen. Many hands make light work. These efforts will go a long way to ensure many thousands of Red Deer residents in need will get the food they need".

In 2015, the Red Deer Food Bank fed 27,445 people. In the first six months of 2016, over 21,260 people have already used the Red Deer Food Bank, a dramatic increase over previous years.

Rifco CFO, Lance Kadatz, commented, "This has been a difficult year for many Alberta families. Red Deer has not gone untouched by the regional economic events as we are experiencing the highest unemployment rate in the province. We are grateful for the tremendous support of our tournament sponsors again this year which allowed us to provide some relief for local families in need."

Rifco would like to thank all our sponsors but especially want to recognize our Gold and Silver level sponsors.

Gold Sponsors:

ATB Corporate Financial Services
Avison Young
Central Block
Collins Barrow
Mountain View Credit Union
Raymond James
Securcor Securitization Group
Spartan Compliance Services
TD Securities
Wells Fargo Bank

Silver Sponsors:

Adesa Canada Auctions
DLA Piper
Regal Auctions

About the Red Deer Food Bank

The Mission of the Red Deer Food Bank Society is to provide food requirements for those in need in Red Deer and immediate area by working together with people and organizations' in Central Alberta to share food with those in need.



It's about time.

PRESS RELEASE

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 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, excellence in credit and collections processes.

The common shares of Rifco Inc. are traded on the TSX Venture Exchange under the symbol "RFC".

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