

Rifco Ranked as one of Canada's Fastest-Growing Companies by PROFIT Magazine

Red Deer, Alberta, September 15, 2016: Rifco Inc. (TSX.V: RFC) is pleased to announce that the Company has been ranked 380th on the 28th annual PROFIT 500, ranking of Canada's Fastest-Growing Companies by *Canadian Business* and PROFIT. Published in the October issue of *Canadian Business* and online at PROFITguide.com, the PROFIT 500 ranks Canadian businesses by their revenue growth over five years.

Rifco made the 2016 PROFIT 500 list with five-year revenue growth of 125%.

Ranking Canada's Fastest-Growing Companies by five-year revenue growth, the PROFIT 500 profiles the country's most successful growth companies. A joint venture between Canada's premier business brands, the PROFIT 500 is published in the October issue of *Canadian Business* and online at PROFITguide.com.

"Companies become a part of the PROFIT 500 through innovative thinking, smart strategy and sheer grit," says James Cowan, Editor-in-Chief of PROFIT and *Canadian Business*. "These firms demonstrate what Canadian entrepreneurs can achieve, both at home and across the globe."

About PROFIT and PROFITguide.com

PROFIT: Your Guide to Business Success is Canada's preeminent media brand dedicated to the management issues and opportunities facing small and mid-sized businesses. For 34 years, Canadian entrepreneurs across a vast array of economic sectors have remained loyal to PROFIT because it's a timely and reliable source of actionable information that helps them achieve business success and get the recognition they deserve for generating positive economic and social change. Visit PROFIT online at PROFITguide.com.

About Canadian Business

Founded in 1928, *Canadian Business* is the longest-serving, best-selling and most-trusted business publication in the country. With a total brand readership of more than 1.1 million, it is the country's premier media brand for executives and senior business leaders. It fuels the success of Canada's business elite with a focus on the things that matter most: leadership, innovation, business strategy and management tactics. We provide concrete examples of business achievement, thought-provoking analysis and compelling storytelling, all in an elegant package with bold graphics and great photography. *Canadian Business*—what leadership looks like.

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 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". There are 21.57 million shares outstanding and 23.05 million (fully diluted) shares.



It's about time.

PRESS RELEASE

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