

Rifco Releases Annual Report with 2017 President's Message

Red Deer, Alberta. August 2, 2017: Rifco Inc. (TSXV: RFC) has released its Annual Report for the year ended March 31, 2017. Included is Rifco's 2017 President's Message, 2018 Annual Objectives and the previously released annual financial statements and the related management's discussion and analysis.

Copies of the Annual Report can be viewed at www.sedar.com or at www.rifco.net.

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 21.60 million shares outstanding and 22.91 million (fully diluted) shares.

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It's about time.