

# RIFCO high on PROFIT hot list

*Red Deer firm records  
huge jump in revenue*

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A Red Deer company finds itself on the hot seat after being exposed by a national business magazine.

However, RIFCO Inc. is happy to receive the attention, which is the result of cracking *PROFIT Magazine's* list of emerging Canadian companies.

RIFCO, which operates an automotive consumer finance corporation through Repair Industry Finance Corporation, is ranked fifth on *PROFIT's* Hot 50 list.

Published in the September issue of *PROFIT Magazine*, the list ranks young companies on the basis of their two-year revenue growth.

RIFCO's revenues jumped 860 per cent during this period.

Lance Kadatz, RIFCO's vice-president and chief financial officer, said the company was notified about a month ago that it had made the top-50 list. Although its ranking was not disclosed until 12 a.m. EDT Monday, staff figured RIFCO would be in the top 15 based on previous years' results.

"We were all at the computer at five after 12 on Sept. 19," said Kadatz.

Since it began trading on the TSX Venture Exchange in April 2002 (TSXV: RIFCO), RIFCO's annual revenues have grown from about \$400,000 to \$3.8 million.

"We are definitely a growth company," he said, pointing out that RIFCO's short-term goal is to reach revenues of \$100 million.

Topping *PROFIT's* Hot 50 list this year was Multi-Channel Communications Inc. of Toronto, which recorded two-year revenue growth of 35,824 per cent. Second was Kids & Company Ltd. of Toronto (1,621 per cent), Maximum Fence Inc. of Hamilton (1,316 per cent) and Pearson Software Recruiting Specialists of Toronto (892 per cent).

The Hot 50 list was compiled from nominations solicited in *PROFIT Magazine's* May and June issues, online at [PROFITguide.com](http://PROFITguide.com) and in e-newsletters.

Nominations were also sought through Canadian Business and Maclean's magazines, business organizations and direct mailings to public companies.

Entrants' revenue growth was verified through financial statements.

*PROFIT* editor Ian Portsmouth said in a news release that the Hot 50 list identifies companies with "entrepreneurial ambition and managerial excellence."

RIFCO, which trades on the TSX Venture Exchange provides automotive and commercial repair financing and vehicle purchase financing through a network of more than 1,700 licensed repair shops and used vehicle retailers in British Columbia, Alberta, Manitoba and Ontario.

It allows consumers to amortize major vehicle repair and purchase costs over a number of monthly payments.

*PROFIT* has a national readership of about 467,000 people. Its focus is entrepreneurs.

In addition to the September issue of *PROFIT Magazine*, information about the Hot 50 list is available online at [PROFITguide.com](http://PROFITguide.com).