

RIFCO Managers Interviewed by Profit Drivers Online

Red Deer, August 7th, 2009; RIFCO Inc. (TSXV: RFC) is pleased to advise that Doug Decksheimer, Vice President Marketing and Carol Hanson, Credit Manager participated in a pod cast with Profit Drivers on July 3rd, 2009.

Interested parties are invited to listen to the pod cast at

<http://profitdriversblog.com/2009/07/14/rifco--nontraditional-financing-solutions-for-the-automotive-industry.aspx>

About Profit Drivers

A vibrant online community for novice and experienced automotive and RV Business Managers/F&I Managers, abundant with exceptional video, audio and text learning materials, employment resources, and up-to-date news at your fingertips to help you accelerate profits and stay current with this ever changing industry!

About RIFCO Inc

RIFCO is one of Canada's fastest-growing automotive finance companies. Non-traditional auto loans are indirectly originated through a growing network of selected new and used vehicle dealers operating in all provinces except Saskatchewan and Quebec.

The common shares of RIFCO INC. are traded on the TSX Venture Exchange under the symbol "RFC". There are 19.23 million shares outstanding and 20.98 million (fully diluted) shares.

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