



## **Travelers and RIFCO Announce Strategic Alliance For Auto Repair and Maintenance Finance in Canada**

Vancouver, BC and Red Deer, AB – March 27th, 2008 -- Travelers Acceptance Corporation and RIFCO Inc. (TSX.V-RFC) today announced the formation of a strategic alliance whereby the companies will together work to assure that vibrant consumer finance solutions for Repairers, Garages, Repair Centres, Repair Shops, and Auto Maintenance Centres will be provided under Travelers Automotive Aftermarket Finance Program.

The alliance broadens the scope of Travelers Acceptance consumer-based finance solutions, while allowing RIFCO to exit this non-core channel in order to maximize unprecedented growth of its non-prime Auto Purchase Financing through its Canadian automotive dealer network.

“We welcome the opportunity to work with RIFCO senior executives to ensure that there is no disruption of service delivery to the thousands of repairers nationwide utilizing automotive aftermarket financing to increase sales, profits and consumer loyalty to their repair operation,” said Karl Sigerist, Senior Vice President and Chief Operating Officer for Travelers Acceptance Corporation. “The Travelers Team is ready and willing to earn the confidence and respect of the former RIFCO network of automotive aftermarket repair and service vendors. Our aim is to provide a service experience that will drive the former RIFCO channel to choose Travelers as their financing partner of choice, and assist them to grow their businesses with point-of-sale consumer finance programs that meet the needs of their customers.”

“Travelers is uniquely suited to serve the point-of-sale financing needs of RIFCO’s network of repairers. Travelers has over 30 years experience in consumer financing. We strongly encourage RIFCO repairers to take advantage of Travelers fast track enrolment and begin benefiting from its well developed solutions.” said Bill Graham, President and CEO of RIFCO Inc.

RIFCO is a specialty consumer finance corporation providing motorists with non-prime Auto Purchase Financing. RIFCO has a growing network of new and used vehicle dealers and has established a channel of licensed mid-market Automotive and Commercial repair facilities operating in all provinces except Saskatchewan and Quebec. RIFCO Inc. operates through its wholly owned subsidiary Repair Industry Finance Corporation. To learn more about RIFCO, visit [www.rifco.net](http://www.rifco.net).

Travelers Acceptance Corporation has since 1974 been engaged by small and medium size businesses to provide financial choice and the generation of value through the application of experience, service and innovation to arrange, structure and fund unique indirect consumer financing solutions that close more sales, increase the businesses customer base and overall profitability. Travelers Acceptance Corporation consults with its business clients to create term financing solutions and services specifically tailored to providers and consumers of products and services in tuition, automotive aftermarket, automotive repair, vacation ownership, healthcare, membership, consumer durables, retail, power products and home improvement businesses. For more information about Travelers Consumer Finance, visit [www.travelersacceptance.com](http://www.travelersacceptance.com).

###