

## **RUM Reports Fiscal 2014 Results**

EDMONTON, April 22, 2015 – Rocky Mountain Liquor Inc. (TSX-V: **RUM**) (the “Company” or “Rocky Mountain”), listed on the TSX Venture Exchange (the “Exchange”), today reported its financial results for the year ending December 31, 2014.

### **Key Operational and Financial Highlights, year over year 3 month comparison:**

- Sales decreased by 6.7% to \$13.8M (2013 - \$14.8M)
- Gross margin is 23.0% (2013 – 23.1%)
- EBITDA is \$552,996 (2013 - \$558,532)
- Operating margin is \$563,005 (2013 - \$578,412)
- Net income is \$13,393 (2013 - \$43,542)

### **Key Operational and Financial Highlights, year over year 12 month comparison:**

- Sales increased by 0.1% to \$55.95M (2013 - \$55.92M)
- Gross margin is 23.0% (2013 – 23.5%)
- EBITDA is \$2.3M (2013 – \$2.5M)
- Operating margin is \$2.3M (2013 – \$2.6M)
- Net income is \$23,242 (2013 – \$208,432)

### **Key Highlights for the 12-month period ending December 31, 2014**

The Company was ranked in the Alberta Venture 250, recognizing Alberta’s highest grossing companies, for the third year, based on 2013 results. The 2013 ranking was #210. The ranking published in the September 2014 issue of Alberta Venture Magazine and online at [albertaventure.com/venture-250](http://albertaventure.com/venture-250) was evaluated on the 2013 revenue of Andersons, a wholly owned subsidiary of RML.

Also in 2014 the Company was ranked in the 25<sup>th</sup> annual PROFIT 500 ranking of Canada’s Fastest-Growing Companies by PROFIT Magazine in June 2014 based on 2013 results. The Company ranked 290<sup>th</sup> overall. The award was evaluated on the five-year growth of Andersons. The rankings were published in the Summer issue of PROFIT and online at [PROFITguide.com](http://PROFITguide.com). The PROFIT 500 is Canada’s largest annual celebration of entrepreneurial achievement. This is the fourth consecutive year the Company has received an award from PROFIT Magazine.

The Company’s goals continue to be growth of new developments and acquisition of existing privatized liquor stores with a minimum of dilution to shareholders.

### **Events Subsequent to December 31, 2014**

On March 27, 2015 the Government of Alberta increased liquor mark-ups by 22 cents per litre on most products, with the exception of mid-sized breweries where the increase on those products is 11 cents per litre.

On April 6, 2015 the Company's \$4.5 million SWAP expired. The \$4.5 million remains as part of the TD Bank loan and interest on this portion is fixed at a rate of 3.75%.

The Company's audited consolidated financial statements and Management Discussion and Analysis for the year ending December 31, 2014 are available under the Company's profile on SEDAR at [www.sedar.com](http://www.sedar.com) and also on the Company's website at [www.ruminvestor.com](http://www.ruminvestor.com).

## **2015 Outlook**

The Government of Alberta's Budget 2015 may have a significant impact on consumers of alcohol products this year. The government says "the Province has experienced significant population growth"<sup>1</sup> and they forecast continued growth, although at more moderate rates.

## **About Rocky Mountain**

Rocky Mountain owns 100% of Andersons Liquor Inc. ("Andersons"), headquartered in Edmonton Alberta, which now own and operate 46 private liquor stores in that province, up from 18 stores since the Common Shares began trading in December 2008. It is listed on the TSX Venture Exchange (TSX-V:RUM).

## **Forward-Looking Statements**

This news release may contain "forward-looking statements" within the meaning of applicable securities laws relating to the future growth of the Company, and the ability to execute its business strategy. Readers are cautioned not to place undue reliance on forward-looking statements, and in particular results achieved in 2014 and previous periods. Past results might not be a certain indication of future performance, which is subject to other risks, including but not limited to changes in operational policies, changes in management, changes in strategic focus, market conditions and customer preferences. Actual results and developments may differ materially from those contemplated by these statements depending on, among other things, the risks that these events may not materialize as well as those additional factors discussed in the section entitled "Risk Factors" in RUM's Management Discussion and Analysis, which can be obtained at [www.sedar.com](http://www.sedar.com). If they do materialize, there remains a risk of non-execution for any reason.

*Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release*

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<sup>1</sup> Alberta Government, Capital Plan, Budget 2015 Retrieved April 9, 2015 from <http://finance.alberta.ca/publications/budget/budget2015/fiscal-plan-capital-plan.pdf>