

## **RUM Reports Fiscal 2012 Results**

EDMONTON, April 29, 2013 – 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, 2012.

RUM showed improvement in all of its routinely reported metrics.

### **Results for the 12-month period ending December 31, 2012:**

- Sales were \$54,638,640 (2011 - \$52,817,810) , an increase of 3.4%;
- Gross margin was 22.8% (2011 – 21.9%);
- EBITDA was \$2,655,002 (2011 – \$2,618,119), an increase of 1.4%;
- Operating margin was \$2,695,257 (2011 – \$2,623,547), an increase of 2.7%;
- Net income \$192,034 (2011 – loss \$451,428), an increase of \$643,642.

### **Key Highlights for the 12-month period ending December 31, 2012:**

Andersons purchased four stores during 2012 resulting in a total of 42 liquor stores at year end.

In 2012 the Company was ranked 220 in the inaugural Alberta Venture 250, recognizing Alberta’s highest grossing companies based on 2011 results. The ranking published in the September issue of Alberta Venture and online at [v250.albertaventure.com](http://v250.albertaventure.com) was evaluated on the 2011 revenue of Andersons Liquor Inc., a wholly owned subsidiary of RUM.

Also in 2012, the Company was ranked in the 24<sup>th</sup> annual PROFIT 200 ranking of Canada’s Fastest-Growing Companies by PROFIT Magazine in September based on 2011 results. The Company ranked 160<sup>th</sup> overall. This is the second consecutive year the Company has been ranked in the Profit 200. The award was evaluated on the five-year growth of Andersons Liquor Inc., the wholly owned subsidiary of the Company. The rankings were published in the Summer issue of PROFIT and online at [PROFITguide.com](http://PROFITguide.com). The PROFIT 200 is Canada’s largest annual celebration of entrepreneurial achievement.

“Ranking in the list of Alberta Venture’s 250 top grossing companies and being awarded the PROFIT Magazine Fastest Growing Companies designation for the second consecutive year was very exciting” stated Peter Byrne, CEO. “We have a superb operational team across the Province of Alberta that is focused on providing value for our customers. They are the reason we continue to be successful.”

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, 2012:**

The Company acquired two stores in Central Alberta on March 12, 2013 and closed one in Central Alberta, January 31, 2013 resulting in current ownership of 43 stores.

The Company's audited consolidated financial statements and Management Discussion and Analysis for the year ending December 31, 2012 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).

## **About Rocky Mountain**

Rocky Mountain owns 100% of Andersons Liquor Inc. ("Andersons"), headquartered in Edmonton Alberta, which now own and operate 43 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 2012 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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