

RUM Reports Q2 2013 Results

EDMONTON, August 22, 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 period ending June 30, 2013.

KEY OPERATING AND FINANCIAL METRICS

3 months ended June 30, 2013

- Gross margin was 23.6% (2012 – 23.1%)
- Sales were \$14,655,011 (2012 - \$14,741,611) – decrease of 0.6%
- Operating Margin was \$900,585 (2012 - \$1,109,693) – decrease of 18.8%

6 months ended June 30, 2013

- Gross margin was 23.4% (2012 – 23.2%)
- Sales were \$25,698,442 (2012 - \$25,253,980) - increase of 1.8%;
- Operating Margin was \$988,349 (2012 - \$1,431,476) – decrease of 31%

Detailed information in the form the Company’s unaudited consolidated financial statements and Management Discussion and Analysis for the three month period ended June 30, 2013 are available under the Company’s profile on SEDAR at www.sedar.com and also on the Company’s website at www.ruminvestor.com. After accessing the website, please choose the “Investor Relations” tab to view Quarterly Reports.

Events Subsequent to June 30, 2013:

The Company completed construction of a new liquor store in Grande Prairie, Alberta, and renewed its financing agreement with its senior lender, TD Canada Trust, decreasing total commitment from \$20 million to \$15 million in order to reduce commitment fees associated with these facilities.

About Rocky Mountain

Rocky Mountain owns 100% of Andersons Liquor Inc. (“Andersons”), headquartered in Edmonton Alberta, which now own and operate 44 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 2013 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. 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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