

## RUM Reports Q2 2014 Results

EDMONTON, August 28, 2014 – 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, 2014.

### KEY OPERATING AND FINANCIAL METRICS

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

- Sales increased by 3.6% to \$15.19M (2013 - \$14.66M)
- Gross margins are 23.2% (2013 – 23.6%)
- Net comprehensive income is \$174,675 (2013 - \$320,719)

Key Operational and Financial Highlights, year over year 6 month comparison:

- Sales increased by 4.6% to \$26.88M (2013 - \$25.70M)
- Gross margins are 22.7% (2013 – 23.4%)
- Net comprehensive loss is \$308,324 (2013 - \$62,638)

Detailed information in the form of the Company’s interim unaudited consolidated financial statements and Management Discussion and Analysis for the six month period ended June 30, 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). After accessing the website, please choose the “Investor Relations” tab to view Quarterly Reports.

### 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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