

RUM Annual Meeting In Alberta

EDMONTON, August 4, 2010 – Rocky Mountain Liquor Inc (TSX-V: **RUM**) ("Rocky Mountain" or the "Company"), listed on the TSX Venture Exchange (the "Exchange"), today announced the date for its Annual and Special Meeting of shareholders.

The Alberta based company has selected its Head Office city, Edmonton as the site of the meeting. This beautiful western city is the capital of Alberta.

“Alberta has been great place to conduct business. Holding the AGM in Edmonton will be an opportunity to acknowledge the continuing support of employees, suppliers, investors and other stakeholders,” said Peter Byrne, CEO. “Confidence in our RUM brand and the opportunity to invest in privatized liquor in Western Canada continues to grow,” he said.

The Company has mailed to shareholders the Notice of Meeting and Information Circular for the Company's Annual and Special Meeting to be held at the Matrix Hotel, Edmonton, Alberta, on Monday, August 23, 2010 at 10:30 a.m. The Information Circular has been filed on SEDAR and is accessible at www.sedar.com.

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

This news release contains "forward-looking statements" within the meaning of applicable securities laws relating to the future growth and priorities for the Company, and the ability to execute the business strategy. Readers are cautioned not to place undue reliance on forward-looking statements. 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 Rocky Mountain's Management Discussion and Analysis, which can be obtained at www.sedar.com. If they do materialize, there remains a risk of nonexecution for any reason.

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