

RUM wins Alberta's Fast Growth 50

CALGARY, February 10, 2011 – Alberta's leading growth companies were celebrated at Calgary's EPCOR Centre for the Performing Arts last evening. Among the first time recipients of the honour was Rocky Mountain Liquor Inc. (TSX-V: **RUM**) ("Rocky Mountain Liquor" or the "Company").

The ninth annual event was hosted by Ruth Kelly publisher of Alberta Venture magazine. Rocky Mountain was evaluated 2nd among Albertan companies with sales over \$25,000,000 and 16th overall. Ms. Kelly explained how the magazine, with the assistance of KPMG Chartered Accountants evaluated 1100 Alberta companies before selecting the top 50 winners. The Fast Growth 50 were judged on sales increases and capital asset increases over the past 3 years as well as employee growth, R&D expenditures, marketing programs, and capital investments.

Rocky Mountain was featured in the magazine under then banner "Cheers to Friendly Takeovers". The magazine article commented, "With loyal customers already in place, Rocky Mountain Liquor Inc. (TSXV:RUM) establishes new markets through friendly takeovers – a perfect formula for growth. Rocky utilizes a strategy of asset purchases of existing liquor stores, staying in constant contact with liquor retailers in the province that may be interested in selling their businesses.....with about 400 liquor stores that fit the profile of stores Rocky would like to acquire, the company is poised for continued growth."

The article went on to discuss the Company's data-centric information systems. "A tremendous management information system helps Rocky manage and track its growth...the ability to manage pricing, costs, people and inventory allows Rocky to operate many rural locations, scattered throughout the province, from a head office in Edmonton."

Chief Financial Officer Tracey Bean speaking about RUM's enterprise system was also quoted in the article as saying "It allows us to control, oversee and respond very quickly to whatever's happening in a particular market."

The award was accepted by Rocky Mountain CEO Peter Byrne. During the presentation the Alberta Venture publisher Ruth Kelly mentioned how pleased the award sponsors were that Mr. Frank Coleman, RUM's Chairman of the Board had travelled from Corner Brook Newfoundland to attend the Calgary presentation. Mr. Coleman had recently been awarded the Top CEO in Atlantic Canada by Atlantic Business Magazine. The full article "Cheers to Friendly Takeovers" is available online at [AlbertaVenture.com](http://albertaventure.com) using the following URL:

<http://albertaventure.com/2011/01/the-fast-growth-50-2011/>

Rocky Mountain Liquor Inc. owns 100% of Andersons Liquor Inc who operates 33 private liquor stores in Alberta. The Company trades on the TSX Venture under the trading symbol "RUM".

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