

## **RUM Announces Completion of New Store in Southern Alberta**

EDMONTON, February 5, 2014 – Rocky Mountain Liquor Inc. (TSX-V: **RUM**) (the “Company” or “Rocky Mountain”), listed on the TSX Venture Exchange (the “Exchange”), today announced it has completed construction on The Great Canadian Liquor Company in West Lethbridge, Alberta.

Peter Byrne, CEO said “We are very pleased to announce the opening of our fifth store in Lethbridge this weekend. This will bring our total retail liquor stores to 47.”

In response to the recent announcement by the British Columbia Ministry of Justice that the Province will be introducing liquor into grocery stores, Byrne continued, “All of our retail liquor stores are located in the Province of Alberta. At this time, there are no indications that the liquor retail environment in Alberta will change from its current model of freestanding locations.”

Rocky Mountain’s goals continue to be growth of new developments and acquisition of existing privatized liquor stores with minimum dilution to shareholders. The Company has access to \$9.0M available under the operating line and acquisition facilities to finance transactions.

### **About Rocky Mountain**

Rocky Mountain owns 100% of Andersons Liquor Inc. (“Andersons”), headquartered in Edmonton Alberta, which now own and operate 47 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). In addition to common shares the Company also lists convertible debenture on the Exchange under the trading symbol RUM.DB. Rocky Mountain placed #270 in the 2013 PROFIT 500 - Canada’s Fastest-Growing Companies by five-year revenue growth. You can visit Rocky Mountain Liquor’s website online at <http://www.ruminvestor.com> and can follow us on twitter, @andersonsliquor .

### **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 Annual 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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