

## RUM Executives announce Significant Share Transaction

Edmonton, Alberta Canada, January 27, 2010 - Rocky Mountain Liquor Inc. (the "Corporation") (RUM - TSX Venture Exchange), announced today that Tracey Bean, Chief Financial Officer of the Corporation, will acquire 1,000,000 shares of the Corporation from Byrne Alberta Ltd. (the "Transaction"). Peter J. Byrne, Chief Executive Officer of the Corporation, and Joan M. Byrne a significant shareholder of the Corporation are directors and shareholders of Byrne Alberta Ltd. The Transaction will comply with the terms of the Corporation's Corporate Disclosure and Insider Trading Policy.

After the Transaction Byrne Alberta Ltd., Peter J. Byrne and Joan M. Byrne will continue to control more than 20% of the shares of the Corporation.

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 a potential share Transaction. Readers are cautioned not to place undue reliance on forward-looking statements. Actual developments may differ materially from those contemplated by these statements depending on, among other things, the risks that this Transaction 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.

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