

## **RUM Awarded PROFIT 500 Canada's Fastest-Growing Companies for the Fourth Consecutive Year**

EDMONTON, June 12, 2014 –Canadian Business and PROFIT today ranked Rocky Mountain Liquor Inc. (TSX-V: RUM) (“Rocky Mountain Liquor” or “RUM” or the “Company”) No. 290 on the 26<sup>th</sup> annual PROFIT 500, the definitive ranking of Canada’s Fastest-Growing Companies. Published in the July issue of *Canadian Business* and online at PROFITguide.com, the PROFIT 500 ranks Canadian businesses by their revenue growth over five years.

Rocky Mountain Liquor made the 2014 PROFIT 500 list with five-year revenue growth of 186%. The award was evaluated on the five-year growth of Andersons Liquor Inc., the wholly owned subsidiary of Rocky Mountain Liquor as a result of a reverse takeover in December of 2008. RUM was a Canadian Capital Pool Corporation at that time.

“The members of the PROFIT 500 are the elite of the country’s entrepreneurial community,” says James Cowan, Editor-in-Chief of *Canadian Business* and PROFIT. “Their stories are lessons in business strategy, innovation, management excellence and sheer tenacity.”

This is Rocky Mountain Liquor's fourth award from PROFIT Magazine. The ranking is available at PROFIT500.com

### **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). In addition to common shares the Company also lists convertible debenture on the Exchange under the trading symbol RUM.DB. You can visit Rocky Mountain Liquor’s website online at <http://www.ruminvestor.com> and can follow us on twitter, @andersonsliquor .

### **About PROFIT and PROFITguide.com**

PROFIT: Your Guide to Business Success is Canada’s preeminent media brand dedicated to the management issues and opportunities facing small and mid-sized businesses. For 32 years, Canadian entrepreneurs across a vast array of economic sectors have remained loyal to PROFIT because it’s a timely and reliable source of actionable information that helps them achieve business success and get the recognition they deserve for generating positive economic and social change. Visit PROFIT online at PROFITguide.com.

## **About Canadian Business**

Founded in 1928, *Canadian Business* is the longest-serving, best-selling and most-trusted business publication in the country. With a readership of more than 800,000, it is the country's premier media brand for executives and senior business leaders. It fuels the success of Canada's business elite with a focus on the things that matter most: leadership, innovation, business strategy and management tactics. We provide concrete examples of business achievement, thought-provoking analysis and compelling storytelling, all in an elegant package with bold graphics and great photography. *Canadian Business*—what leadership looks like.

## **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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