

RUM Awarded PROFIT 200 Canada's Fastest-Growing Companies Ranking for a Second Consecutive Year

EDMONTON, June 4, 2012 – The 24th annual PROFIT 200 ranking of Canada's Fastest-Growing Companies by PROFIT Magazine has been announced. Among the recipients of the ranking was Rocky Mountain Liquor Inc. (TSX-V: RUM) ("Rocky Mountain Liquor" or "RUM" or the "Company). Rocky Mountain Liquor placed 160 in Ranking Canada's Fastest-Growing Companies by five-year revenue growth, the PROFIT 200 profiles the Country's most successful growth companies.

Published in the summer issue of PROFIT and online at [PROFITguide.com](http://www.profitguide.com), the PROFIT 200 is Canada's largest annual celebration of entrepreneurial achievement. The award was evaluated on the five year growth of Andersons Liquor Inc., who are 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 ranking is available at <http://www.profitguide.com/microsite/profit200/2012>

"The PROFIT 200 companies are an inspiration to Canadian entrepreneurs and would-be entrepreneurs," says Ian Portsmouth, Editor-in-Chief of PROFIT Magazine. "PROFIT is proud to celebrate the success of these businesspeople, who, despite a challenging economy, have achieved outstanding success in a wide variety of fields."

This is Rocky Mountain Liquor's second fast growth award this year. In February, the Company was awarded the Alberta Venture Magazine's Fast Growth 50 Award for Alberta based companies for a second consecutive time. The Fast Growth 50 were judged on sales and capital asset increases over the past 3 three years as well as employee growth, R&D expenditures, marketing programs, and capital investments. The PROFIT 200 award is based on a longer, five year revenue growth measurement.

Peter Byrne CEO of Rocky Mountain Liquor said "We are extremely excited to be awarded this honour for the second consecutive year, with a rise in ranking of 8 spots, from 168 in 2011 to 160 in 2012. The double-barrelled success of repeating this national recognition by PROFIT, and having also repeated the Fast Growth 50 Award by Alberta Venture magazine this year is a dynamic boost of confidence for our team. It is only the hard work and high standards from our team in providing a superior customer experience at our 41 stores throughout Alberta that makes such provincial and national awards possible. They all deserve this recognition for their fabulous work ethic."

About Rocky Mountain

Rocky Mountain owns 100% of Andersons Liquor Inc. ("Andersons"), headquartered in Edmonton Alberta, which now own and operate 41 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>.

About PROFIT:

PROFIT: Your Guide to Business Success is Canada's preeminent publication dedicated to the management issues and opportunities facing small and mid-sized businesses. For 30 years, Canadian entrepreneurs and senior managers 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.

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 2012 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. 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.

For further information:

Peter J. Byrne

Chief Executive Officer

(780) 686-7383

Sarah Stelmack

Chief Financial Officer

(780) 863-2326