

RUM Awarded PROFIT 200 Canada's Fast Growing Companies Ranking

Edmonton, June 3, 2011 – The 23rd annual PROFIT 200 ranking of Canada's Fastest-Growing Companies by PROFIT Magazine has been announced. Among the first time recipients of the ranking was Rocky Mountain Liquor Inc. (TSX-V: RUM) ("Rocky Mountain Liquor" or "RUM" or the "Company"). Ranking Canada's Fastest-Growing Companies by five-year revenue growth, the PROFIT 200 profiles the Country's most successful growth companies.

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 rankings are published in the Summer issue of PROFIT and online at PROFITguide.com. The PROFIT 200 is Canada's largest annual celebration of entrepreneurial achievement.

"The PROFIT 200 companies are the innovative, high-growth enterprises Canada needs to compete on the global stage," says Ian Portsmouth, Editor-in-Chief of PROFIT Magazine. "PROFIT is proud to celebrate their achievements and ambitions."

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. 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 about the continued and objective recognition of our aggressive growth. To follow our award in Alberta this year with this national recognition by PROFIT, Canada's preeminent business management publication, is a dynamic boost of confidence for our team. It is based on objective metrics and is based on a five year, long term growth pattern. "

RUM ranked number 168, with a 250% revenue growth over the evaluation period. The rankings can be viewed online at

<http://list.profitguide.com/rankings/profit200/2011/Default.aspx?sp2=1&sc1=0&d1=a>

About Rocky Mountain Liquor

Rocky Mountain owns 100% of Andersons Liquor Inc. headquartered in Edmonton Alberta, which now own and operate 36 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 ("the Exchange") (TSX-V:RUM). Rocky Mountain establishes new privatized liquor stores in markets through friendly takeovers and new store developments. 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 29 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 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 latest Management Discussion and Analysis, which can be obtained at www.sedar.com or www.ruminvestor.com. If they do materialize, there remains a risk of non-execution for any reason.

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