

RUM plans barrel of fun in Newfoundland and Labrador

EDMONTON, May 19, 2009 - Humber Capital Corporation (TSX-V: **RUM**) ("Humber" or the "Company"), listed on the TSX Venture Exchange (the "Exchange"), today announced special arrangements for its first ever Annual and Special Meeting of shareholders.

The Alberta based company is heading east and has selected Corner Brook as the site of the meeting. This beautiful western Newfoundland city is nestled at the mouth of the world famous Humber River.

"It is an acknowledgement of the initial and continuing support of investors from Newfoundland and Labrador in this Western Canada enterprise," said Peter Byrne, CEO. "The confidence shown by these investors despite unprecedented market conditions could not go unnoticed by our team. Investor confidence in the RUM brand and the opportunity to invest in privatized liquor in Western Canada is now spreading nationally and internationally."

The Company has mailed its Notice of Meeting and Information Circular for the Company's Annual and Special Meeting to be held at the Glynmill Inn, Corner Brook, Newfoundland, on Monday, June 15, 2009 at 10:30 a.m. The Information Circular was mailed to shareholders and has been filed on SEDAR.

RUM grants Incentive Options to COO and CFO

Humber further announced today that its Board of Directors has approved the granting of incentive stock options to Allison Byrne, COO and Tracey Bean, CFO. The options have been issued under the existing Stock Option Plan. These options became available for issuance, as a result of the actions of Mr. Frank Coleman, Chairman of the Board. Mr. Coleman converted his 357,137 options to common stock on May 15, 2009. Each of these executives will receive 150,000 options with an exercise price of \$0.29, being the closing price on the date preceding this press release. The options have a term of three years from the date of grant, and vest over a period of 18 months. One-third of these options vest immediately. One-third vests February 15, 2010 and the remainder vests on November 15, 2010. After the grant of these options to Ms. Byrne and Mr. Bean, 57,137 options remain available for issuance.

"Management of the Company and the Board of Directors strongly believe that options are fundamental to the Company's desire to attract, retain, and incent key executives," said Peter Byrne, Chief Executive Officer. "With our growth strategy, we feel that it is prudent to conserve cash wherever possible. Option grants, as a component of compensation, aligns the interests of directors, employees and consultants with those of our shareholders."

Any shares issued under the Stock Option Plan are subject to the regulatory hold periods.

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 the future growth and priorities for the Company, and the ability to execute the business strategy. Readers are cautioned not to place undue reliance on forward-looking statements. 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 Humber's Management Discussion and Analysis, which can be obtained at www.sedar.com. If they do materialize, there remains a risk of nonexecution for any reason.

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