

RUM releases Q3 results

EDMONTON, November 27, 2009 – Rocky Mountain Liquor Inc (TSX-V: **RUM**) ("Rocky mountain Liquor" or the "Company"), listed on the TSX Venture Exchange (the "Exchange"), today reported its financial results for the three and nine month period ended September 30, 2009.

Rocky Mountain Liquor also announced today that its wholly owned subsidiary, Anderson's Liquor Inc. ("Andersons") has completed the acquisition, which was previously announced on September 21, 2009.

Rocky Mountain Liquor announced on September 21, 2009, that Andersons was purchasing a liquor store in North Central Alberta. Andersons has purchased Britannia Liquor Express, a leading distributor in the Liquor Service sector in that region and believed to be the fifth largest in the province of Alberta. With this acquired store, Andersons now operates 26 stores.

"We remain committed to our acquisition growth strategy", stated Peter Byrne, CEO. "And we are active in our search for additional opportunities."

The Company's unaudited consolidated financial statements and Management Discussion and Analysis ("MD&A) for the three and nine month period ended September 30, 2009 are available under the Company's profile on SEDAR at www.sedar.com or alternatively you may email the Company at ruminvestor@gmail.com to request the financial statements and/or MD&A.

About Rocky Mountain Liquor:

Rocky Mountain Liquor owns 100% of Andersons Liquor Inc. ("Andersons") headquartered in Edmonton Alberta, which owns and operates 26 private liquor stores in that province.

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, and should not rely on past performance when evaluating this acquisition, and in particular results achieved in 2008 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 (including but not limited to the inability to locate suitable acquisitions or new store development

For further information:

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