

RUM Reports Q3 2013 Results

EDMONTON, November 27, 2013 – Rocky Mountain Liquor Inc. (TSX-V: **RUM**) (the “Company” or “Rocky Mountain”), listed on the TSX Venture Exchange (the “Exchange”), today reported its financial results for the period ending September 30, 2013.

KEY OPERATING AND FINANCIAL METRICS

3 months ended September 30, 2013

- Gross margin has increased to 24.2% (2012 – 22.6%)
- Quarterly Sales remained constant at \$15.5M (2012 - \$15.5M)
- Operating Margin reduced slightly to \$1.02M (2012 - \$1.06M)
- Net Comprehensive Income increased slightly to \$315,213 (2012 - \$307,005)

9 months ended September 30, 2013

- Gross margin has increased to 23.7% (2012 – 23.0%)
- Sales grew to \$41.2M (2012 - \$40.8M)
- Operating Margin decreased to \$2.0M (2012 - \$2.5M)
- Net Comprehensive Income decreased to \$251,974 (2012 - \$602,918)

The Company completed construction on two Greenfield locations and acquired one store in Northern Alberta in the three month period ending September 30, 2013. “We are pleased with the consistent results we have achieved this period,” said Peter Byrne, CEO. “Our gross margins continue to improve as a result of our operational focus and technologies employed. We expect accretive acquisitions will continue to provide opportunities for growth.”

Detailed information in the form the Company’s unaudited consolidated financial statements and Management Discussion and Analysis for the nine month period ended September 30, 2013 are available under the Company’s profile on SEDAR at www.sedar.com and also on the Company’s website at www.ruminvestor.com. After accessing the website, please choose the “Investor Relations” tab to view Quarterly Reports.

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).

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 2013 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