

Allison Byrne, RUM COO, Ranked with Canada's 2012 Top Female Entrepreneurs

EDMONTON, October 1, 2012 – The 14th annual W100 ranking of Canada's Top Female Entrepreneurs, produced by PROFIT Magazine and Chatelaine has been announced. Among the recipients is Allison Byrne, the Chief Operating Officer of Rocky Mountain Liquor Inc. (TSX-V: RUM) ("Rocky Mountain Liquor" or "RUM" or the "Company). Ms. Byrne ranked 5th in this year's finalists.

Allison is a Chartered Accountant who has been Chief Operating Officer and a significant shareholder since RUM went public in 2008. She holds a BComm(Hons) from Memorial University of Newfoundland, graduating in 2002. Allison also serves as a Director of the Company and is a member of the Audit Committee.

Published in the November issue of PROFIT and Chatelaine magazines and online at [PROFITguide.com](http://www.profitguide.com) and [chatelaine.com](http://www.chatelaine.com), the W100 is Canada's largest annual celebration of entrepreneurial achievement by women. Ranking Canada's Top Female Entrepreneurs on a composite score based on the size, growth rate, and profitability of their businesses, the W100 profiles the country's most successful female business owners. The ranking is available at <http://www.profitguide.com/microsite/profitw100/2012>.

"The women of the W100 offer 100 shining examples of Canadian entrepreneurship," said Ian Portsmouth, Editor-in-Chief of PROFIT. "They have achieved their elite status by creating valued products and services, applying deft management skills and exercising the determination required to succeed in today's business environment."

Allison Byrne, COO said "It is an honour to be recognized as part of the 2012 W100 from PROFIT and Chatelaine. My operations team can take the credit for our high ranking. Two thirds of our Executive and 80% of our front line managers are women, so this is a special recognition for all of us. I would like to congratulate all of this year's recipients. I am humbled to be included among these highly successfully businesswomen."

About Rocky Mountain

Rocky Mountain owns 100% of Andersons Liquor Inc. ("Andersons"), headquartered in Edmonton Alberta, which now own and operate 42 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 Magazine

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. PROFIT is owned and operated by Rogers Media Inc., a division of Rogers Communications. Visit PROFIT online at www.PROFITguide.com

About Chatelaine Magazine

The country's leading women's media brand, Chatelaine makes "Everyday Extraordinary" for Canadian women and has been doing so for more than 84 years. Today, Chatelaine is a five-platform brand: available on television, tablet and smartphone, plus in print and online. Chatelaine has a lively presence on social media sites, and Chatelaine.com is Canada's most engaged digital community for women 18+ . With a team of "extraordinary" experts, Chatelaine brings together the very best of food (from Chatelaine kitchen), style, decor, health and real life women who want to look good, do good, feel great and make every day a little bit special. Chatelaine is owned and operated by Rogers Media Inc., a division of Rogers Communications.

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.

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